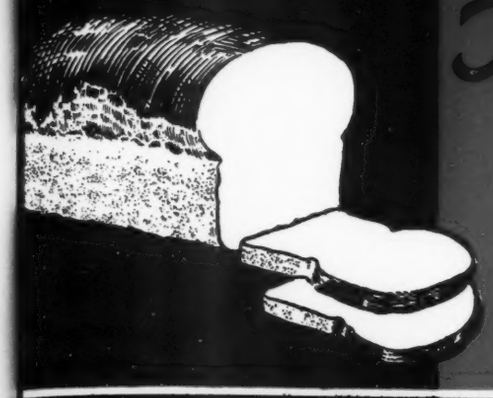


The American BAKER

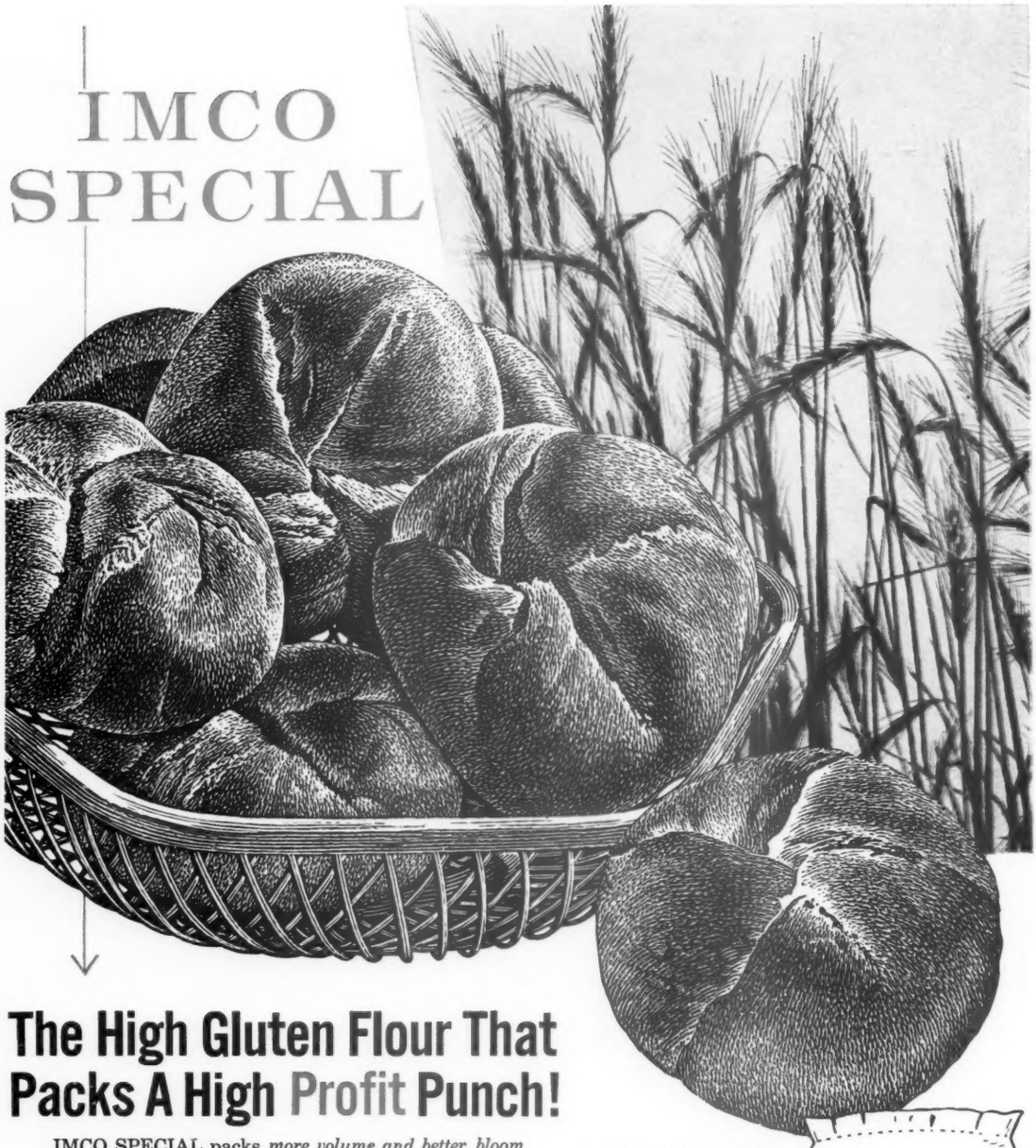
PUBLISHED FOR THE BAKERS OF AMERICA ®

Volume 26
Number 7

JULY, 1958

25c a copy
$2 a year

IMCO SPECIAL



The High Gluten Flour That Packs A High Profit Punch!

IMCO SPECIAL packs *more volume and better bloom* in your hearth breads and rolls. That's because only the finest high protein wheats are selected to be milled into IMCO SPECIAL. Result: a truly strong flour with great tolerance to meet all your production requirements; tasty, colorful, profitable hearth products with that extra sales punch!

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Every car of KELLY'S FAMOUS is made with the sound craftsmanship and devotion to an ideal of perfection that guarantees top baking performance. That's why you are sure to bake your best with KELLY'S FAMOUS.

The WILLIAM KELLY MILLING COMPANY

Capacity 5,000 Sacks **HUTCHINSON, KANSAS** *Grain Storage 1,000,000 Bus.*



Today, Mom needs only an hour and 36 minutes to feed a family of four! Why, only a few years ago, she put in five and a half hours every day to do the job!* And all this time-saving started with bread . . . the first manufactured ready-to-eat, prepackaged food! America's bakers can well be proud of their achievements!

We're certainly proud to be suppliers to such an industry . . . to be *specialists* in milling fine, uniform *bakery flours* that more and more bakers everywhere rely on.

If you are not making use of our specialized services (although a great many leading bakers are), why not send a part of your business our way? We'll pay the freight on your call or wire . . . and give you the most pleasing product and service you've ever had!

FIRST IN BAKERY FLOURS

Commander-Larabee

MINNEAPOLIS • KANSAS CITY

**from an address by George F. Garnatz, President National Institute of Food Technologists, Minneapolis, May 8, 1957*



Gerard R. Williams

Gerard R. Williams, Baking Industry Leader, Dies

SCRANTON, PA.—Gerard R. Williams, president of the Williams Baking Co. of Scranton, Pa., died June 27 at his home in Clark Summit, Pa.

Mr. Williams served as chairman of the American Bakers Assn. in 1941-42, was a member of the ABA board of governors for more than 20 years and was active on a number of industry committees. He was president of the Pennsylvania Bakers Assn. in 1927 and 1928. He was elected president of the W. E. Long Co. in 1955 when the organization became a cooperative.

In recent years, Mr. Williams served on the executive committee and the national affairs committee of ABA. He was chairman of the Baking Industry Bread Advisory Committee, and was a member of the War Food Administration Baking Industry Advisory Committee in World War II.

As chairman of the ABA Bread Standards Advisory Committee, he participated actively over a period of 10 years in many hearings on bread standards issued by the Federal Food and Drug Administration.

Mr. Williams was chairman of the 1949 ABA-BEMA Baking Industry Exposition Committee, and served again on the committee for the exposition in 1955. He was also chairman of the board of trustees of the American Bakers Foundation, which was responsible for financing the American Institute of Baking's new facilities.

In a joint statement, William M. Clemens, ABA chairman, and E. E. Kelley, Jr., ABA president, expressed deep regrets over Mr. Williams' death.

"It would be extremely difficult to name any man in the baking industry who devoted more time and energy to industry affairs than did Jerry Williams," the statement said.

"He threw himself wholeheartedly and with untiring energy into any and all events which had a bearing on progress and advancement of our industry. Even in recent years and despite his poor health we could always count on him for help in any industry problems.

"His name and his work will long be remembered and the results of his efforts noted by bakers of today and the future. For our officers, our board members and our entire membership we want to express our deepest sympathy to the family of a great and good member of the baking industry."

Funeral services were held June 30, at the Westminster Presbyterian Church in Scranton.

——BREAD IS THE STAFF OF LIFE——

James M. Doty Acts As Aide for SBA Production Conference

ATLANTA—James M. Doty of the Doty Laboratories, North Kansas City, Mo., has been named Southern Bakers Assn. Production Conference assistant chairman for 1958. The production conference will be held at the Atlanta Biltmore Hotel Sept. 14-16.

Mr. Doty appeared as a speaker on the production conference program last year, speaking on "New Crop Flour—Practical Aspects." He received a B.S. degree from the University of Omaha, master's degree from Creighton University and did graduate work at the University of Nebraska. He has had wide experience as a chemist in flour mills and was chief chemist of the Omaha Grain Exchange from 1934 to 1940, and was technical representative of Merck & Co. from 1940 to 1943. In 1943 he established the Doty Laboratories, which he currently operates. He is a past president of the American Association of Cereal Chemists and has had many papers published on cereal chemistry in trade magazines.

The advisory committee for the production conference has been announced and consists of: J. M. Albright, Atlanta, Ga.; Roy Allen, Jacksonville, Fla.; Mike Harding, Winston-Salem, N.C.; Benson L. Skelton, Atlanta, Ga.; James E. Stroupe, Atlanta, Ga., and Wallace K. Swanson, Atlanta, Ga. Robert Meek, Decatur, Ga., representing Charles Dennery, Inc., has been named retail chairman for the annual production conference.

These announcements were made by Clifton R. Scarborough, Charlotte, N.C., general production conference chairman.

——BREAD IS THE STAFF OF LIFE——

The American Baker Moves Chicago Office

CHICAGO—The Chicago office of the Miller Publishing Co., publisher of The American Baker, has moved to larger quarters, the company has announced.

New offices are located in Room 2832 Board of Trade Building, 141 W. Jackson Blvd., Chicago. Offices were formerly located in Room 2272 of the same building. The new telephone number is HArrison 7-0515.

"Our office facilities had to be enlarged to provide efficient handling for the increased editorial and advertising services now being processed," Don E. Rogers, manager of the Chicago branch, said.

Recently the company added a Chicago representative, Amos Standish, formerly with Builders Supply News, to work with Mr. Rogers and Henry French, the company's Chicago representatives. Mr. Standish represents two of the company's seven publications.

Other than The American Baker, the company publications include The Northwestern Miller, Croplife, Farm Store Merchandising, Feedstuffs, Milling Production and The Northwestern Miller Almanack.

Gala Night Marks Chicago Bakers Club's 50th Year

CHICAGO — The members and guests who arrived at the Bakers Club of Chicago June 14 for the grand opening and 50th anniversary event saw the beautiful new gold-and-walnut insignia plaque at the club entrance. As they passed through the club doors a number of staff hostesses greeted them and provided unusual gold identification cards. Visitors for the first time to the club were given a tour of the new quarters. A constant-flowing champagne fountain was a popular spot, and the background for this was a huge cake of carved ice showing the club letters in gold.

During the "Friendship Hour" everyone enjoyed visiting the bars and tasting the many appetizers offered by the waiters.

As the dining room was opened, there were many comments about the glamorous room and the decorations. The feature attraction was a three-tiered cake, bearing the figure 50 in gold at the top, which later was cut and served to everyone in attendance as part of the dessert course.

An unusually delicious dinner of breast of capon was enjoyed, and when the dinner was over, Robert F. Cain, Cain's English Muffin Co., Chicago, Ill., club president, greeted those in attendance. He asked Paul Chapman, Chapman & Smith Co., Inc., Melrose Park, Ill., to come forward and on behalf of the board of directors and the Bakers Club of Chicago presented him with a gold membership card, making him an honorary member. This honor was bestowed "in appreciation of distinguished and valuable services to the baking industry and the Bakers Club of Chicago."

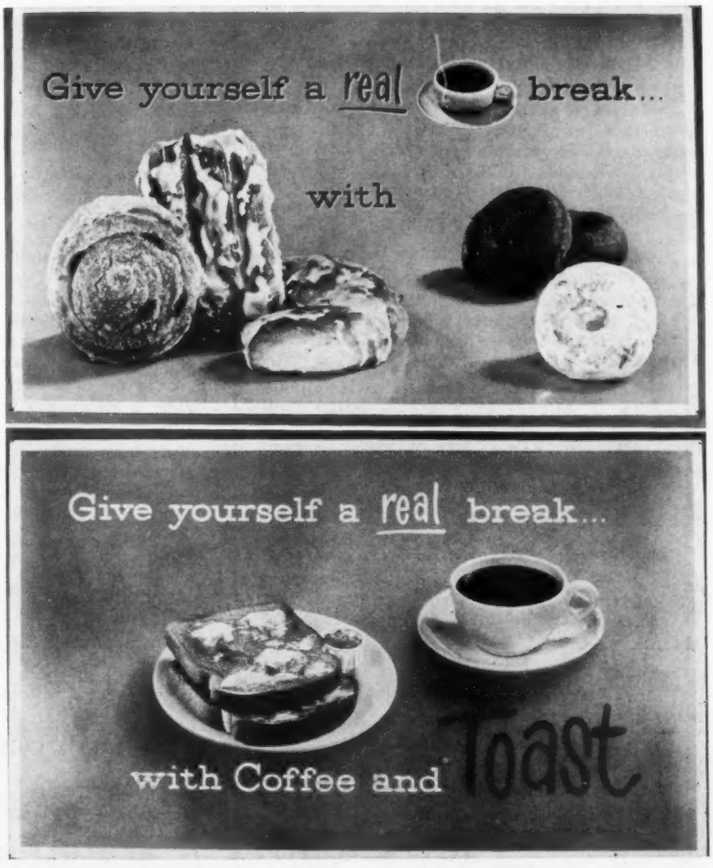
Then followed the unusual program depicting the 50-year history of the Bakers Club of Chicago, presented in music, dance and narration.

The "Chalk Talk" drawing by N. R. Swartwout, Baking Industry magazine, Chicago, brought the viewers to their feet for a standing ovation.

Mr. Cain expressed very sincere appreciation on behalf of the officers and directors to the many persons who contributed time, effort and their talents to making this outstanding event possible.

BAKERY STORE SALES SHOW INCREASE

WASHINGTON—Sales by bakery products stores in the U.S. for the first four months of 1958 showed a 10% increase over the comparable four months of 1957, according to a retail trade report released by the Bureau of the Census, U.S. Department of Commerce. The report shows that April, 1958, sales increased 4% over April of 1957, but declined 1% from March of 1958.



NEW BAKERY PROMOTION—A year-round promotion aimed at stimulating sales of bakery foods has been designed by the Bakers of America Program. It is aimed at the "coffee-break" which has become as traditional with Americans as hot dogs at a baseball game. Millions of American workers—secretaries, executives, truck drivers, etc.—take a "break" at least once and possibly twice a day for "coffee an' "—the latter being coffee with toast, sweet rolls, doughnuts, pie, cake or some other bakery food, the program sponsors point out. The two colorful streamers above have been designed for use in restaurants, cafeterias, drug store fountains and lunchrooms.

The American Baker

Published Monthly for the Bakers of America

FRANK W. COOLEY, JR.
Editor

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Comment . . .

. . . by Cooley

Even with all the lip service paid to the words "promotion of product," bakers and promotion men alike tend to lose track of the key to publicity's success—Tell the people about your product; tell as many as possible and tell them as often as possible. For this reason if for no other, we are glad to welcome the latest addition to the Bakers of America Program list of promotions, the coffee break posters.



F. W. Cooley, Jr.

Even though getting such point-of-sale material to the restaurant or drug store where it will be used is only a part of the battle, it is necessary for an up-and-coming industry to make the effort, in every possible direction. Those who deprecate the benefits of such a promotion are as guilty as the restaurant operator who leaves the material in the carton.

* * *

Friend of mine was feeling low the last few weeks—finally got so bad he went to see his doctor. "You are badly run down," said the medico. "I suggest you lay off golf for a while and get in a good day now and then at the office."

* * *

The third annual Fleischmann survey of baked foods and consumers' purchasing habits has been released to the baking industry by Standard Brands—you will find some material on the survey in this issue, although the entire book belongs in your files.

For those bakers large enough to have their own newspaper advertising program, there will be something in this survey for the ad agency to make copy out of—even if it is only proof that your section of the country eats more hamburger buns than any other section.

* * *

Speaking of publicity, as we did above and as we always seem to be doing, Charles Barr of the Connecticut Bakers Assn. has been doing some good work in getting local newspaper publicity for his association and for the baking industry generally. He approaches the newspaper as it should be done—not with a plea for space, or with a suggestion that "as long as bakers are advertising they should get some support," but with news stories of definite reader interest. For instance, one story was based on the better athletic records being recorded today, giving partial credit to improved nutrition. (Enriched bread was in there, too, but not blatantly so.)

* * *

Thanks for reading. See you next month.

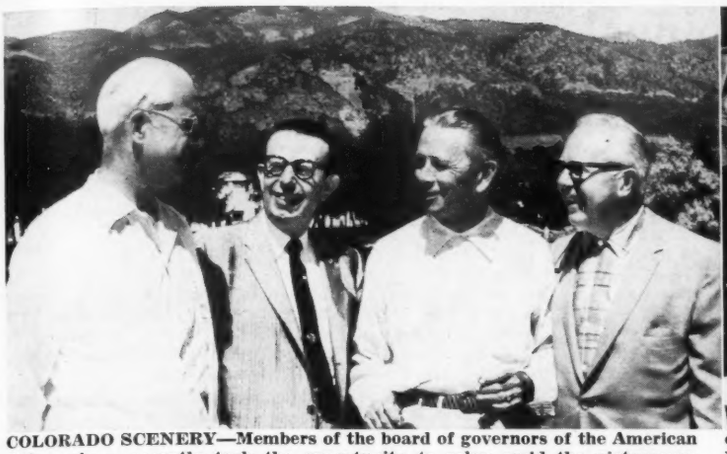
Frank Cooley

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JULY IS PICNIC MONTH

AUGUST IS SANDWICH MONTH





COLORADO SCENERY—Members of the board of governors of the American Bakers Assn. recently took the opportunity to relax amid the picturesque scenery of the Broadmoor Hotel at Colorado Springs, Colo. In the picture at the left are (left to right): Charles J. Regan, Inter-State Bakeries Corp., Chicago; William M. Clemens, Trausch Baking Co., Dubuque, Iowa, ABA chairman; Graham McGuire, Lakeland Bakeries, Inc., St. Cloud, Minn., and Edwin R. Booth, Regan Bros. Co., Minneapolis. Seated in the picture at the right are (left to right): Ogden A. Geilfuss, Southern Bakeries Co., Atlanta, Ga.; John R. Dow, Interstate Bakeries Corp., Kansas City, and Howard O. Hunter, Chicago, president of the American Institute of Baking.

ABA Board Told: "Boost Bread Tonnage By Analyzing Promotional Activities"

CHICAGO—A close analysis of promotional activities should be made by every baker to determine whether he is doing his utmost to help himself and the entire baking industry, E. E. Kelley, Jr., Butter Krust Bakeries, Lakeland, Fla., president of the American Bakers Assn., told the ABA board of governors at a recent board meeting.

Mr. Kelley pointed out that, whereas tonnage of bread and other yeast-raised products for several years had been running consistently ahead of year ago levels, since last October volume has been down.

"Several factors undoubtedly contribute to the situation," Mr. Kelley said, "but I am sure you will all agree that by energetic and sound promotional activity each of us can help correct this situation. Up to last October, our tonnage reports showed that we were making a per capita gain in consumption. In recent months, that gain has been lost, tonnage dropping below the 1957 volume.

"If every member of this board and every other ABA member will analyze the situation and take steps to build aggressively on our combination of high nutrition, appetite appeal and economy, we can reverse this trend and get back to the volume which is justified by the consumer need and the products themselves," concluded Mr. Kelley.

The board of governors met at the Broadmoor Hotel in Colorado Springs, Colo. More than 60 board members and alternates attended the meetings and special committee sessions. William M. Clemens, Trausch Baking Co., Dubuque, Iowa, ABA chairman, presided at the board meetings.

1958 Budget

The board approved a recommendation by the program planning committee that the Bakers of America Program budget for 1958 be expanded to provide for addition of two members to the consumer service field nutrition staff and to enable production of a filmstrip version of the motion picture "Your Daily Bread" for distribution to grade schools.

President Kelley reported that one large and several smaller bakers have joined the Bakers of America Program subscribers, permitting expansion of the 1958 budget. The field nutrition staff of the American Institute of Baking, financed by program funds, now consists of nine trained nutritionists. A redivision of territories is being effected to reduce the area traveled by each staff member.

The board witnessed four sample quantity food demonstrations as an example of one important phase of field staff work. The demonstrations were introduced by Mrs. Ellen Semrow, head of consumer service, with Miss Dorothy Besemer, field nutritionist in the central west region, conducting the demonstration.

Mrs. Semrow reported that the field staff now has 18 different demonstrations, prepared by the AIB kitchen, under the direction of Ruth Clarke. Miss Besemer showed quantity sandwich making, a special dessert using baker angel food cake, a special pie dessert using baker pie, and a series of four different frostings for doughnuts.

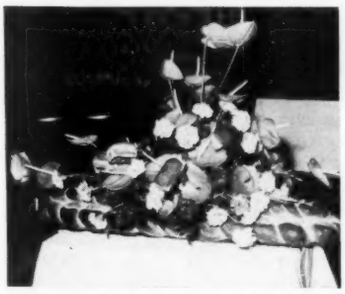
These quantity food recipes are used before meetings of school lunch directors, hospital and institution dieticians, quantity users and others. In addition, while the field staff member is showing the quantity use of bakery products, her lecture includes detailed discussion of the nutritional contributions of enriched breads and other bakery products.

The board adopted resolutions presented by the national affairs committee reaffirming the ABA stand previously taken opposing any change in the definition of "private carrier," and expressing opposition to the use of truck funds for any purpose other than highway construction. Thomas L. Awrey, Awrey Bakeries, Detroit, presided at the national affairs committee meeting in the absence of Chairman George H. Coppers, National Biscuit Co., New York.

—BREAD IS THE STAFF OF LIFE—

Illinois Bakers Assn. Play Day Announced

DECATUR, ILL.—The Illinois Bakers Assn. will hold its annual play day at the Lockhaven Country Club near Alton, Ill., July 10, according to an announcement by Marion B. McClelland, Decatur, secretary of the organization. Golfing will start at 9 a.m. and a horseshoe tournament will get underway at 2 p.m. A buffet luncheon will be served from 11:30 a.m. to 1:30 p.m. Dinner will be served at 6:30 p.m. No formal program is planned; there will be introductions and awarding of prizes.



CENTERPIECE—An unusual centerpiece featuring bread, rolls and flowers was on display at the recent meeting of the board of governors of the American Bakers Assn. at the Broadmoor Hotel in Colorado Springs, Colo. The base of the display was a huge twist loaf of bread measuring several feet in length. Mixed with carnations and antherium were miniature loaves of bread. The combination of green ferns, red, white and pink flowers, with the golden bread crusts made a most unusual and attractive display. The carnations were from the greenhouse of Arthur Vos, Jr., Macklem Baking Co., former ABA president and member of the board of governors. The display was first used at a special entertainment for the board members.



ABA COMMITTEE—Members of the national affairs committee of the American Bakers Assn. met recently at the Broadmoor Hotel, Colorado Springs, Colo., to discuss industry problems. They are (seated, left to right): Charles W. Lubin, Kitchens of Sara Lee, Chicago; Edwin G. White, White Baking Co., Indianapolis; J. W. Carence, Campbell Taggart Associated Bakers, Dallas, Texas; ABA Chairman William M. Clemens, Trausch Baking Co., Dubuque, Iowa; ABA Counsel Joseph M. Creed, Washington; Committee Chairman Thomas L. Awrey, Awrey Bakeries, Inc., Detroit, and ABA president E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla. Standing (left to right): Jake Golman, Oak Cliff Baking Co., Dallas, Texas; Albert Gordon, Gordon Bread Co., Los Angeles; John T. McCarthy, Jersey Bread Co., Toledo, Ohio; Lewis G. Graeves, Schneider Baking Co., Washington; Arthur G. Hackett, Drake Bakeries, Inc., New York City; John C. Koetting, Rainbo Baking Co., Houston, Texas; R. E. Adams, National Biscuit Co., New York City; Russell J. Hug, General Baking Co., New York City; ABA Secretary Harold Fiedler, Chicago, and A. M. Grean, Jr., Ward Baking Co., New York City.

Fleischmann Releases Third Annual Survey Of Consumers' Baked Foods Preference

NEW York—For the third year, the baking industry is being supplied data on baked foods purchasers through the medium of the third consumer panel report released by the Fleischmann Division of Standard Brands, Inc. This new survey continues last year's report, and is based on investigations for the month of March, 1957.

Since data for three years is available in most instances, it is possible to predict trends in some cases. As a general rule the trend is not upward for any portion of standard baking industry products. Various specialty items and types of special breads are showing an upward trend.

The Fleischmann report is intended to give the baking industry general background information on consumer purchases to help the baker supplement his own data covering his specific phase of the industry. The material found in the consumer survey thus may suggest changes in market plans to suit a particular situation or may act as a check to determine whether baked products or sales practices are keeping pace with day-by-day market conditions.

To background the report, it covers purchases of all baked foods by a group of 3,000 families representative of the U.S. as a whole during the month of March, 1957. The summaries are divided into regional and national bases. The families in the panel—the consumer panel service of J. Walter Thompson advertising agency—were selected to match latest U.S. figures in terms of education, city size, geographical region, family size. For the regional breakdown figures, nine geographical regions were designated according to the accompanying map.

The material in the printed report, available from the Fleischmann Division of Standard Brands or any Fleischmann representative, divides the types of baked foods into bread, rolls, sweet goods, doughnuts, cake, pies and pastry, with additional categories showing the expenditures for all baked foods per family per month by various regions, city size, income group and family composition as well as the per cent of dollars spent in each type of outlet by type of food, customer loyalty, loyalty to type of outlet, and a summary of major baked foods types showing market strength and weaknesses.

As shown in Table 1, the expenditure per family per month for all baked foods establishes an upward trend, with $5.44 being spent in 1957 as compared to $5.39 in 1956 and with $5.14 spent in 1955. The New England and Middle Atlantic areas continue to lead in expenditures, with $6.40 and $6.70 spent per family per month in 1957. The very large urban market also showed the top expenditure as in the past, with $6.96, but this was down slightly from the preceding year. Expenditure per family was highest in the high income group with $6.13 spent. As was expected three or more children in the family brought expenditures to a top of $7.65, although this was down from the $8 spent by this type of family in 1956.

Outlet Percentages of Dollars Spent for All Baked Foods

	1956	1957
Total U.S.	100%	100%
Chain Groceries	27.9	31.7
Ind. Supermarket	12.8	12.7
Ind. Grocery	21.0	17.5
Delicatessen	1.7	1.9
Total Groceries	63.4	63.8
Retail Bakery	21.9	22.0
Home Service	12.4	11.4
All Others	2.3	2.8

Table 2 shows the per cent of dollars spent in each outlet by type of baked food. The survey basis was changed as far as the definition of a chain outlet is concerned. Previously, three or more units constituted a chain grocery; now it is ten or more units.

No Trend on Pie Visible

There is no trend nationally visible as yet on pie, but several areas are up. The retail baker is slipping slightly in his share of the pie market and, as this survey echoes others, frozen pie sales are up sharply.

The growth trend on all baked foods is not recognizable as a genuine growth, marketing technicians say, but is a reflection of price.

Six per cent of the grocery outlets in this country get 37% of the dollar spent, the survey showed.

Of the 69.5% of the families who purchased baked foods from the chain grocery, 13.5% bought all of their baked foods from this grocery—18.6% of the total dollar spent in a chain grocery were accounted for by this category. However, there were few instances of complete loyalty to this one type of outlet. The 13.5% loyalty for the chain grocery and the 13.6% for the independent grocery are the highest. Perhaps a better indication of the per cent of families buying and per cent of total dollars spent in the chain grocery as opposed to the independent (which includes the independent super market, the independent grocery and the delicatessen) is found when the loyalty to type of outlet is grouped in the 60 to 100% category; 25.9% of all families in the U.S. made 60 to 100% of their purchases in the chain grocery accounting for 18.1% of the total dollar spent in the country for baked foods; 28.6% of all families in the U.S. made 60 to 100% of their purchases in independent groceries, accounting for 21.2% of total dollars spent.

Another Year's Study Needed

The percentage of families buying bread in the U.S. is not establishing any upward trend, according to the survey. The decline of 1/10th of 1% from 1956 to 1957 may be a statistical decline; another year will be needed to establish a trend because of this dip; 98.4% of families buying major bread types in the U.S. bought bread in 1957, compared to 98.5% in 1956 and 97.5% in 1955.

The firm white type of bread is showing a slight increase in per cent of families buying, as can be seen from Table 3. Families buying rye bread and whole wheat bread are declining slightly; actually the survey shows that all of the variety type breads are declining except the diet variety, leading researchers to believe that perhaps the diet breads and even some of the firm white varieties may be taking their sales increase from the varieties rather than being plus business.

FLEISCHMANN'S CONSUMER PANEL REPORT REGIONS



The Fleischmann survey also breaks the per cent of families buying major types of bread down by region, by city size and by income group and family composition.

The difficulty of establishing any trend for purchases of bread is also visible in Table 4, where March, 1957, shows a slight decline from 1956 in both ounces and expenditure per family.

Percent of Dollars Spent for All Baked Foods By Day of Week

	1955	1956	1957
Total U.S.	100%	100%	100%
Monday	12.4	12.9	11.5
Tuesday	12.4	12.0	12.1
Wednesday	11.8	13.1	11.9
Thursday	12.3	12.7	13.4
Friday	19.5	19.2	20.4
Saturday	27.3	25.9	25.4
Sunday	4.3	4.2	5.3

The variety bread consumption also has declined as well as the white bread during the past year. Also shown in Table 4 as the ounces of bread consumed per family per month is the proof of the claim that the more children in a family, the more bread consumption. However, for the family of three or more children, total bread consumption declined from 410 ounces in 1956 to 370 ounces in 1957. This decline can be observed

Table 1

Expenditure per Family per Month for All Baked Goods

By Region

	1955	1956	1957
Total U.S.	$5.14	$5.39	$5.44
New England	6.71	6.29	6.40
Middle Atlantic	6.70	6.95	6.70
E. North Central	5.31	5.54	6.00
W. North Central	4.01	4.22	4.39
South Atlantic	4.35	4.70	5.00
E. South Central	3.62	4.00	3.97
W. South Central	4.27	4.25	4.27
Mountain	3.68	3.92	4.32
Pacific	5.30	5.85	5.78

By City Size

	1955	1956	1957
Total U.S.	$5.14	$5.39	$5.44
A Market—Over 2,000,000	6.82	7.24	6.96
B Market—450,000-2,000,000	5.55	5.71	6.22
C-D' Market—50,000-450,000	4.84	5.02	4.96
D-E Market—Under 50,000	4.43	4.57	4.95
F'-F Market—Rural	4.01	4.26	4.25

TABLE 2

PERCENT OF DOLLARS SPENT IN EACH OUTLET

(By Type of Baked Food)

	Retail Bakery 1955	Retail Bakery 1956	Retail Bakery 1957	Home Service 1955	Home Service 1956	Home Service 1957	All Others 1955	All Others 1956	All Others 1957
Total Baked Foods	100%	100%	100%	100%	100%	100%	100%	100%	100%
Bread	25.7	24.3	25.5	70.1	68.1	67.6	41.7	53.9	52.7
Frankfurter & Hamburger Rolls	...	1.4	1.8	...	1.0	1.2	...	1.5	3.0
Soft Rolls	...	2.3	2.4	...	1.1	1.2	...	1.5	2.6
Other Rolls and Muffins	...	6.7	7.0	...	1.6	1.3	...	0.9	3.6
All Rolls and Muffins Combined	10.6	10.4	11.2	3.0	3.7	3.7	4.3	3.9	9.2
Sweet Goods	20.8	23.7	21.0	8.6	11.0	10.8	11.9	8.1	10.1
Doughnuts	9.8	11.9	11.4	7.0	6.6	7.8	22.7	10.6	10.6
Cake	19.2	16.5	17.6	6.3	6.3	5.3	8.5	14.1	8.3
Pie	7.1	7.0	6.4	2.8	2.8	2.7	8.1	7.1	5.9
Pastry	6.8	6.2	6.9	2.2	1.5	2.1	2.8	2.3	3.2

	Chain Groceries 1956	Chain Groceries 1957	Independent S'market 1956	Independent S'market 1957	Independent Grocery 1956	Independent Grocery 1957	Delicatessen 1956	Delicatessen 1957	All Groceries Combined 1955	All Groceries Combined 1956	All Groceries Combined 1957
Total Baked Foods	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Bread	57.0	54.3	61.2	66.5	70.5	67.0	61.2	58.3	62.0	62.4	60.3
Frankfurter & Hamburger Rolls	4.0	5.0	4.6	5.1	3.4	3.8	1.4	1.5	...	3.9	4.6
Soft Rolls	2.4	3.3	3.6	2.9	2.2	2.6	0.7	2.3	...	2.5	3.0
Other Rolls and Muffins	6.2	7.3	7.2	6.0	4.9	5.6	7.6	9.9	...	6.0	6.7
All Rolls and Muffins Combined	12.6	15.6	15.4	14.0	10.5	12.0	9.7	13.7	12.1	12.4	14.3
Sweet Goods	9.4	8.6	7.5	2.6	6.3	6.2	8.2	7.2	8.3	8.0	6.7
Doughnuts	4.5	4.8	4.3	4.3	3.7	3.7	4.1	5.1	4.9	4.2	4.4
Cake	8.5	8.4	5.8	5.1	4.4	6.3	8.0	8.9	6.7	6.6	7.2
Pie	6.5	7.0	4.1	5.9	3.1	3.2	4.2	5.3	4.4	4.8	5.7
Pastry	1.5	1.3	1.7	1.6	1.5	1.6	4.6	1.5	1.6	1.6	1.4

TABLE 3—PERCENT OF FAMILIES BUYING MAJOR BREAD TYPES

	TOTAL U.S.			NEW ENGLAND			MIDDLE ATLANTIC			EAST N. CENTRAL			WEST N. CENTRAL			SOUTH ATLANTIC			EAST SO. CENTRAL			WEST SO. CENTRAL			MOUNTAIN			PACIFIC		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
Total Bread ...	97.5%	98.5%	98.4%	99.4%	98.0%	98.6%	98.9%	99.6%	99.6%	97.8%	99.0%	99.2%	98.9%	98.7%	99.6%	95.4%	99.3%	98.1%	95.8%	98.2%	95.9%	97.5%	97.4%	97.3%	94.7%	91.6%	94.6%	96.1%	98.0%	99.2%
Regular White .	...	81.9	80.7	...	82.3	85.9	...	82.8	80.4	...	82.6	81.0	...	75.0	80.4	...	87.5	83.5	...	89.2	81.2	...	82.5	83.6	...	71.1	75.9	...	76.4	75.2
Firm White	...	11.7	12.3	...	21.1	20.4	..	16.8	16.3	...	16.0	15.3	...	10.3	9.4	...	4.4	9.7	...	3.0	4.1	...	4.0	5.5	...	7.2	9.0	...	11.8	14.0
Total White ...	82.7	85.5	84.6	87.3	89.1	90.1	84.9	88.2	85.7	84.3	86.6	84.9	81.3	79.9	85.9	82.9	88.6	88.7	81.2	90.4	82.4	80.4	83.3	85.0	78.7	74.7	77.1	78.5	80.3	78.3
Rye	28.4	28.3	26.5	35.3	29.3	36.6	48.6	46.0	44.3	36.5	38.3	31.9	17.8	16.4	21.2	16.7	21.5	20.1	11.5	12.0	11.8	11.5	12.0	7.3	21.1	19.3	16.3	21.3	20.1	21.7
Whole Wheat .	23.0	22.2	22.3	20.5	15.0	17.6	16.3	16.6	18.4	23.6	23.8	21.2	23.5	27.2	22.4	19.9	19.2	17.5	23.0	16.9	17.6	25.2	23.1	24.5	28.9	34.9	32.5	35.4	31.9	34.5
Cracked Wheat	10.3	10.3	8.9	14.7	13.6	10.6	9.8	8.9	8.8	11.3	11.0	10.3	12.5	16.8	12.9	5.1	6.4	3.9	8.2	3.0	2.4	6.4	4.3	3.6	12.2	16.9	12.0	14.6	15.7	14.3
Other Wheat ..	9.2	5.7	4.1	8.9	8.2	2.8	5.0	3.0	2.0	9.4	6.2	5.0	12.9	5.6	3.5	6.7	4.0	2.6	2.7	1.2	1.2	7.3	4.0	4.5	12.2	12.0	6.0	21.3	13.0	9.3
Hearth	21.3	17.0	19.1	15.4	22.5	32.4	27.5	20.1	24.7	22.7	17.4	18.1	15.2	13.8	15.7	12.2	8.1	11.3	14.8	9.0	8.2	16.2	11.1	9.1	23.3	18.1	19.3	30.6	30.7	31.8
Pumpernickel..	7.6	7.0	6.4	15.4	13.6	13.4	16.6	14.0	12.9	6.6	7.2	5.4	4.5	3.0	5.5	4.8	5.1	4.9	1.6	1.8	1.2	0.9	2.1	1.4	2.2	...	1.2	5.2	5.1	6.6
Raisin	14.3	13.6	13.3	23.1	17.7	24.6	17.4	17.4	12.7	11.8	15.4	13.3	16.7	11.2	12.5	12.2	11.1	9.7	6.6	8.4	7.6	10.3	6.4	7.7	12.2	9.6	15.1	17.9	16.9	20.5
Diet	11.9	14.8	16.7	12.1	17.0	13.4	13.4	16.0	18.6	13.1	17.8	19.4	11.4	16.4	14.9	12.2	13.8	17.5	3.3	11.4	12.4	7.7	5.6	8.2	8.9	10.8	15.1	17.2	17.3	21.3
All Others	27.6	32.0	29.1	31.4	38.1	39.4	25.8	37.5	27.6	30.1	33.3	33.9	37.8	32.3	31.8	15.4	20.9	18.4	11.5	12.0	14.1	24.0	24.4	20.0	31.1	39.8	36.1	40.7	47.6	39.9
Total Variety ..	75.5	72.6	72.0	77.1	75.5	81.7	84.7	83.2	82.7	81.2	79.0	76.4	75.3	73.3	73.7	61.5	58.6	57.6	57.6	47.6	49.4	65.8	59.0	51.8	75.8	74.7	71.7	82.8	81.9	85.7

Table 4

Family Purchase of Bread
U.S. Average

ALL BREAD—	March, 1955	March, 1956	March, 1957
Ounces per Family	219	243	224
Expenditure per Family .....$	2.76	$2.94	$2.87
WHITE BREAD			
Ounces per Family	153	167	156
Expenditure per Family .....$	1.80	$1.90	$1.87
VARIETY BREAD—			
Ounces per Family	66	76	68
Expenditure per Family .....$	.96	$1.04	$1.00

TABLE 5
FRANKFURTER AND HAMBURGER ROLLS

NOT AVAILABLE

	Total U.S. % Fam. Buying 1956	Total U.S. % Fam. Buying 1957	Total U.S. $ Per Fam.	New England % Fam. Buy.	New England $ Per Fam.	Middle Atlantic % Fam. Buy.	Middle Atlantic $ Per Fam.	East N. Central % Fam. Buy.	East N. Central $ Per Fam.	West N. Central % Fam. Buy.	West N. Central $ Per Fam.
Frankfurter & Hamburger Rolls	29.9	32.8	.19	21.1	.11	26.1	.14	41.7	.28	33.3	.21
Frankfurter Rolls		17.0	.07	12.0	.04	15.3	.06	20.4	.08	13.3	.04
Hamburger Rolls		24.1	.12	15.5	.07	16.3	.08	33.9	.20	27.5	.17

	South Atlantic		East S. Central		West S. Central		Mountain		Pacific	
Frankfurter & Hamburger Rolls	38.2	.22	35.9	.18	28.6	.17	28.9	.15	31.8	.17
Frankfurter Rolls	22.7	.11	17.1	.06	14.5	.06	15.7	.06	16.3	.07
Hamburger Rolls	25.2	.11	27.6	.12	21.8	.11	19.3	.09	22.9	.10

Ounces of Bread per Family per Month

By Family Composition

	Total U.S. 1956	Total U.S. 1957	Younger Couples 0 or 1 Child 1956	Younger Couples 0 or 1 Child 1957	Two Children 1 or 2 Adults 1956	Two Children 1 or 2 Adults 1957	3 or More Children 1956	3 or More Children 1957
Total Bread	243	224	189	186	275	266	410	370
White Bread ...	167	156	131	136	199	195	316	284
Variety Bread ..	76	68	58	50	76	71	94	86

PERCENT OF FAMILIES BUYING AND EXPENDITURE PER FAMILY PER MONTH FOR PASTRY—BY REGION

	Percent of Families Buying			$ Per Family Per Month		
	1955	1956	1957	1955	1956	1957
Total U. S.	21.4%	20.1%	19.6%	$ .15	$ .14	$ .16
New England	35.0	27.2	21.8	.26	.18	.19
Middle Atlantic	31.8	32.0	27.8	.27	.31	.25
E. North Central ...	21.7	17.6	19.4	.16	.11	.15
W. North Central ...	11.2	15.1	18.4	.06	.07	.10
South Atlantic	17.1	16.5	14.9	.10	.08	.12
E. South Central ...	14.7	18.1	10.6	.08	.07	.13
W. South Central ...	17.5	9.8	15.0	.08	.05	.08
Mountain	15.8	14.5	17.5	.09	.06	.10
Pacific	24.0	19.7	21.3	.16	.16	.18

in every family composition category in the table.

The share of the chain grocery in the total ounces of all bread purchased is increasing; 33.5 oz. of bread were purchased in the chain grocery in 1957 compared with 30.8 in 1956. The independent super market also shows an increase, from 14.0 to 15.6% and the decline evident in other marketing analyses for the independent grocery also crops up in the Fleischmann survey: An outlet percentage of 26.7 in 1956 declined to 21.5 in 1957.

Retail Upturn Shown

The retail bakery is showing an upturn: 9.5% in 1956 increasing to 10.6% in 1957. The outlet percentages of total ounces of variety bread are in general similar to the all bread category with the chain grocery and independent supermarket showing an increase and the independent grocery a decrease. The retail bakery percentage increased from 16.2 to 18.0% in this period.

The Fleischmann survey also shows a price analysis of 1 lb. loaves of white bread for the chain vs. the independent. In 1956 the chain grocery was selling 37.3% of its bread for 17¢ and less, with 32.1% going for 18¢ to 20¢ and 17.1% selling for 21¢ to 23¢. The independent supermarket percentages in those three categories were 24.0, 48.0 and 17.5. The generally higher price of standard bread in the independent grocery is demonstrated by only 10.5% at 17¢ and less, and 55.1% at 18¢ to 20¢ a loaf; 23.7% sold in the 21¢ to 23¢ category.

In 1957 the higher categories had gained and the cheaper categories had lost so that the chain grocery was selling 33.6% of its bread at 17¢ and less, 29.9% at 18¢ to 20¢, 19.2% at 21¢ to 23¢ and 17.3% of its production was sold for 24¢ and over. The independent supermarket trend to higher cost bread was even more evident with 32.9% in the 21¢ to 23¢ category and 17.8% selling for 24¢ and over. This increase was paralleled by the independent grocery at 35.8% and 17.1%.

Of the 53.6% of the families who purchase white bread from chain groceries, 38.3% bought all their white bread from the chain, which accounted for 49.2% of all white bread sold by the chain. In its discussion of purchase loyalty on major types of bread, the Fleischmann survey shows that regular white bread accounted for the total bread requirements of 27.5% of the families who bought regular white bread and these purchases accounted for 33.4% of all regular white bread purchased (by weight). The percentage of non-buyers of bread reflects the breaking of the trend from 1956 through 1957, with 1.6% being listed as non-buyers in 1957 vs. 1.5% in 1956 and 2.5% in 1955; 26.4% of bread buyers bought white bread only in 1957 and 13.8% bought variety-types only, leaving 58.2% of bread buyers buying both white and variety loaves on a nationwide basis.

Wrapping Materials Surveyed

The survey added a category on wrapping materials used for wrapped bread to show the wax paper and cellophane percentages. The regular white bread is packaged 29.2% in cellophane and 70.8% in wax paper. The firm white has exactly the same proportion. For wheat breads 59.9% are wrapped in cellophane and 40.1% in wax paper, and for the diet breads 60.9% are wrapped in cellophane as opposed to 39.1% wrapped in wax paper.

The survey also includes figures to show repeat buyers of diet bread and repeat buyers of firm white bread. In the diet bread category in 1955 there were 11.9% buyers. In 1956 the number of buyers had increased to 14.8% of which new buyers accounted for 9.0% and repeat buyers 5.8%. In 1956 the total percentage of diet bread had increased to 16.7%, with new buyers accounting for 8.8% and repeat buyers 7.9%. Repeat buyers in 1956 were 49% of the 1955 buyers and repeat buyers in 1957 comprised 53% of 1956 buyers; 4.1% bought all three years.

For the firm white bread category 11.7% were shown as buyers in 1956. In 1957 this percentage had increased slightly to 12.3%, of which new buyers account for 7.7% and repeat buyers 4.6%. Thus, the repeat buyers in 1957 comprised 39% of the 1956 buyers.

The frankfurter and hamburger roll category is showing an increase in the percentage of families buying —from 29.9% in 1956 to 32.8% in 1957, with a 19¢ expenditure per family. The average expenditure per family in the South Atlantic region was considerably higher than the national average with 38.2% and an expenditure of 22¢ per family. The East North Central and West North Central areas were also above the national average and the Pacific was below the national average with 31.8% and 17¢. (See Table 5.)

The number of children in a family again has considerable effect on the consumption of frankfurter and hamburger rolls, with families of three or more children showing a percentage of 50% families buying and 38¢ expenditures per family compared to the national average shown above and in Table 5.

The survey analyzed the package

(Turn to FLEISCHMANN, page 47)

Flour Market

"Watch and Wait" Attitude on Flour

By K. W. WAKERSHAUSER
American Baker Staff

Flour markets have moved into another period of dullness following moderately heavy bookings of hard wheat flour in the Southwest and a good run of soft wheat flour sales during the past two weeks. Trading has been slow despite the efforts of mills to stimulate sales by offering price concessions.

The first round of buying of soft wheat flour from the new crop appears to be over, for a wait-and-see attitude has taken hold of this market.

Activity in the spring wheat mills area remains quiet. Flour purchases there continue on a hand-to-mouth basis as buyers remain reluctant to commit themselves.

In the Southwest buyers have been content to sit on the sidelines and watch developments as the bumper wheat crop pours into the Kansas City market. Buyers are waiting to see what the protein content of this year's crop will be, and some concern has been expressed over lack of protein. However, the worry has been lessened somewhat as higher protein wheat has been showing up than that which was harvested earlier.

Most of June was dominated by an acute shortage of supplies, unsteady prices and hand-to-mouth buying, all part of the adjustment from the tight situation of 1957-58 to the abundance which promises to arise from the billion-bushel new hard winter wheat crop in the Southwest. As the harvest gained momentum through the central states and Southwest at mid-month, wheat gave indications of being more plentiful, and prices began to display a softening trend.

With the soft wheat harvest making the most progress the third week of June, a price basis was established and substantial amounts of cake and pastry flours were sold on a new crop basis for delivery late in July. Prices were adjusted downward 90¢ to $1 from the old crop basis. Within a few days hard winter wheat and flour prices at Kansas City began to soften, and by the close of June hand-to mouth buying had given way to fairly heavy bookings. By June 20 flour prices on bakery types at Kansas City had dropped several cents, and the decline appeared to be the long-awaited adjustment to new crop basis. The main concern the last week of June was that rains over the harvest area would delay cutting. With flour and wheat supplies very low throughout the month, such a delay was viewed as being extremely bullish. However, the very size of the harvest kept wheat coming to market in ever larger quantities as June moved into July.

Marketing Quotas Approved for 1959

One of the basic viewpoints of bakery flour buyers the past few months has been that the excessive size of the new hard winter wheat crop would force flour prices to lower levels. This thinking has had considerable justification, particularly since the excessive crop comes at a time when price supports have been lowered to 75% of parity. But there are some modifying factors. Rigid federal marketing controls on the 1959 crop were approved overwhelmingly June 20 by growers, indicating that they are acutely aware of their own problem of oversupply, and willing to take measures to correct it.

By approving marketing quotas, growers have accepted penalties for overproduction in exchange for the higher of two government price support levels, and insuring a federal price support of at least $1.82 bu., or 75% of parity, on the 1959 crop. Had quotas been rejected, the support would have dropped to $1.20 bu., or 50% of parity. Although the movement of wheat into storage during early June aggravated shortages and kept flour and wheat prices strong, it is unlikely the same situation can prevail against the full weight of the harvest, even with rigid price supports.

Winter Wheat Crop Of Record Size

Both the size and yield of the total winter wheat crop are expected to be of record proportions, giving further support to the belief in lower flour prices to come.

As of June 1, the U.S. Department of Agriculture estimated all wheat production for 1958-59 at 1,271 million bushels, or more than a third larger than the 1957 production of 947 million bushels and 14% more than average. All winter wheat production is estimated at 1,069 million bushels, the largest of record, and sharply above 1957 production of 707 million bushels. The record winter wheat forecast is 59 million bushels above the May 1 forecast.

The indicated yield of 25.4 bu. an acre for the 1959 crop is the highest of record, and significantly above the 1957 yield of 22.4 bu. and the average yield of 18.9 bu. Yield prospects have been uniformly good to excellent throughout the winter wheat area.

Prices of Springs Display Strength

In contrast with the record hard winter wheat crop and softening flour prices, quotations in the spring wheat mills area remained fairly strong throughout June, due to several factors. Users of spring wheat and flour have been facing an acute shortage of supplies, and flour purchases, as in other areas, have been reverting more and more to a price-date-of-shipment basis. Production of spring wheat for 1958-59, as forecast June 1, will be 202 million bushels, or 16% smaller than last year, and 24% below the average of 267 million bushels. Also, spring wheat production has been cut in some areas by drouth. Some downward pressure on spring wheat flour prices is expected to maintain a competitive position with Southwest types, but the pressure of a smaller crop will have an effect later in the year.

Cash Quotations Turn Downward

Despite intermittent periods of rain which delayed harvesting in the Southwest, the movement into storage instead of open markets, and severe shortages of wheat and flour supplies, the gigantic size of the new crop dominated trading and cash wheat at Kansas turned sharply downward. Between May 29 and June 20 cash wheat prices at Kansas City plummeted 30 to 33¢, with the adjustment continuing as more wheat began to arrive at the close of the month. Cash wheat prices at Minneapolis, on the other hand, were strong throughout the period, finishing 2 to 3½¢ above early June.

Futures Prices Finish Softer

The July future at Chicago and Kansas City reached a peak May 26 and then started downward as a result of new crop pressure. Between May 26 and June 27 July at Kansas City dropped 4½ to 5¢. In the same period the July future at Chicago dropped 4¢. The July future at Minneapolis lost 2⅞¢ in the same period, while the September future lost 2¼¢.

Summary of Flour Quotations

July 5 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	‡St. Louis	Buffalo
Spring top patent	6.10@6.45	...@...	...@...	...@...	...@...
Spring high gluten	...@...	6.24@6.34	...@...	...@...	6.77@7.01
Spring short	...@...	6.04@6.24	...@...	...@6.40	6.57@6.81
Spring standard	6.00@6.35	5.94@6.14	...@...	...@6.30	6.47@6.76
Spring straight	...@...	...@...	...@...	...@6.15	...@6.71
Spring first clear	5.50@5.85	5.35@5.47	...@...	...@...	5.78@6.02
Hard winter high gluten	...@...	...@...	...@...	...@5.50	...@...
Hard winter short	5.00@6.00	...@...	5.15@5.20	...@5.30	5.81@6.36
Hard winter standard	4.90@5.50	...@...	5.05@5.10	...@4.65	5.66@6.26
Hard winter first clear	...@5.45	...@...	4.10@4.55	...@...	5.36@5.72
Soft winter short patent	...@...	...@...	...@...	...@...	7.54@7.78
Soft winter standard	5.65@5.85	...@...	...@...	...@...	6.17@7.08
Soft winter straight	...@...	...@...	...@...	...@5.50	5.37@6.02
Soft winter first clear	...@5.10	...@...	...@...	...@4.60	5.07@5.17
Rye flour, white	5.18@5.20	...@4.85	...@...	...@...	5.65@5.74
Rye flour, dark	4.43@4.45	...@4.10	...@...	...@...	4.90@4.99

	New York	Phila.	Boston	Pittsburgh	*New Orl.
Spring high gluten	6.99@7.09	7.05@7.15	7.05@7.15	6.95@7.02	6.60@6.80
Spring short	6.79@6.89	6.85@6.95	6.85@6.95	6.75@6.82	6.50@6.70
Spring standard	6.69@6.79	6.75@6.95	6.75@6.85	6.65@6.72	6.30@6.50
Spring first clear	6.00@6.25	6.65@6.75	6.02@6.27	6.21@6.42	5.75@6.05
Hard winter short	6.08@6.18	5.90@6.00	6.17@6.25	5.80@5.85	5.40@5.55
Hard winter standard	5.93@6.03	5.80@5.90	6.02@6.10	5.70@5.75	5.25@5.40
Hard winter first clear	...@...	...@...	...@...	...@...	4.45@4.75
Soft winter short patent	...@...	...@...	...@...	...@...	5.20@5.55
Soft winter straight	5.80@6.00	...@...	5.87@6.27	...@...	4.80@5.05
Soft winter first clear	...@...	...@...	...@...	...@...	4.15@4.60
Rye flour, white	5.60@5.70	5.70@5.80	...@...	5.63@5.68	...@...
Rye flour, dark	...@...	...@...	...@...	4.89@5.13	...@...

*100-lb. papers. ‡Bakery wheat flour in 100-lb. papers.

Stock Market

THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	—1957-58— High	Low	June 27, 1958 Close	July 4, 1958 Close
Am. Bakeries Co.	42¾	34½	41⅝	42
Am. Cyanamid	47⅞	39½	44¼	44¼
A-D-M Co.	35⅛	29	33⅞	35
Borden	69¼	60¾	67½	68½
Cont. Baking Co.	39¾	27¾	39⅛	38¾
Pfd. $5.50	106	99	104¾	104½
Corn Prod. Ref. Co.	44⅛	33⅛	42¾	41⅞
Pfd. $7	169	159	....	167
General Baking Co.	11½	9⅜	10⅞	11¼
Pfd. $8	140	125	....	139
Gen. Foods Corp.	64¼	48	63	63½
General Mills, Inc.	79¾	60¼	77½	78¼
Pfd. 5%	117	112	....	113
Merck & Co.	57¼	36¾	55	57¼
Pfd. $3.50	96	79	....	85
Natl. Biscuit Co.	51	41⅞	49	49
Pfizer, Chas.	71⅜	49¾	68¾	70
Pillsbury Mills, Inc.	56¾	42½	56	56½
Pfd. $4	100½	90	....	98
Procter & Gamble	62⅝	55	60½	62
Quaker Oats Co.	46½	37¼	44½	44
Pfd. $6	146½	136	....	143
St. Regis Paper Co.	34⅞	26¼	33⅞	34⅞
Std. Brands, Inc.	55¾	40⅛	54½	54¾
Sterling Drug	40¾	29⅝	38	37⅞
Sunshine Bisc., Inc.	89	72	86⅞	87
Un. Bisc. of Am.	37	29⅞	31⅝	32½
Ward Baking Co.	14	11⅞	12⅞	12⅞
Pfd. $5.50	95	84	88	90

Stocks not traded:

	Bid	Asked
Natl. Biscuit Co., $7 Pfd.	165	166
Std. Brands, Inc., $4.50 Pfd.	81½	82½
Un. Biscuit of Am., $4.50 Pfd.	98	100½

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	—1957-58— High	Low	June 27, 1958 Close	July 4, 1958 Close
Burry Biscuit Corp.	4⅝	3¾	4⅛	4¼
Gr. A&P Tea Co.	353	241	347	352
Pfd. $5	133	123½	....	131¾
Horn & Hardart Corp. of N. Y., Pfd. $8	130	115¾	....	117¼
Omar, Inc.	15⅛	7⅜	....	14½
Wagner Baking Co.	2¾	2	....	2¼
Wagner Baking Co., Pfd.	69	56	....	62½

Stocks not traded:

	Bid	Asked
Horn & Hardart Corp. of New York	33¼	34
Horn & Hardart Corp. of New York, $5 Pfd.	98½	100

—BREAD IS THE STAFF OF LIFE—

Charles E. Swain Joins Kansas Milling

WICHITA — The appointment of Charles E. Swain as special bakery sales representative for the Kansas Milling Company, Wichita, effective immediately, has been announced by Elmer W. Reed, president and general manager.

Mr. Swain, who is one of the most widely known flour mill salesmen in the industry, will maintain his headquarters in Kansas City. The Kansas Milling Co. has established sales offices in Suite 1024 in the 20 W. 9th St. Bldg. in Kansas City, telephone BAltimore 1-2018.

Mr. Swain is a pioneer in Kansas milling circles. He started his career with the Border Queen Milling Co. at Caldwell, Kansas. Later joined the Kansas Flour Mills Co., the predecessor company of Flour Mills of America, Inc., and then continued with the latter company until July 1 of this year, when the company halted its milling operations in Kansas City.

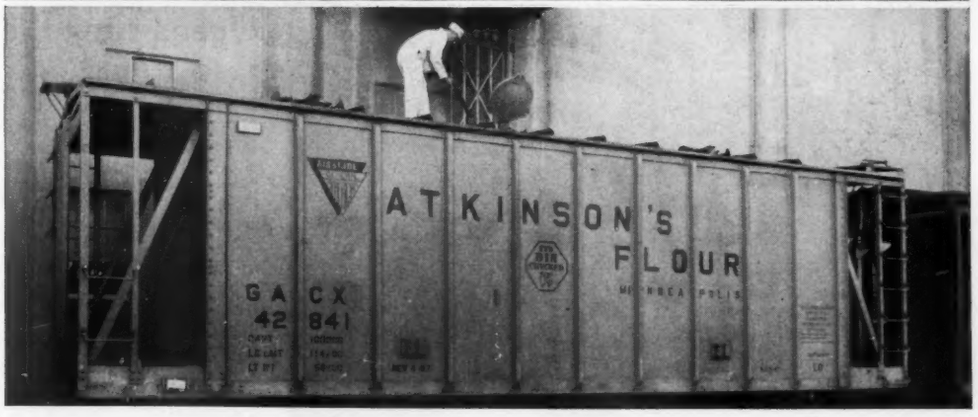
The Kansas Milling Co. has total daily capacity of 12,900 sacks including hard winters, springs and soft winters. In addition to its principal plant at Wichita, Kansas, the company operates mills at Moundridge, Kansas, and Marion, Ohio.

Everybody talks uniformity...

Atkinson delivers it!







IN 1953 came America's first bulk flour truck, and it bore the name "Atkinson". Our huge storage capacity is a "natural" for bulk transport. Bins are set aside for loading and a thorough, final test made *before* flour flows. The flour you get from us by Bulk King-equipped truck or bulk car is uniform. We can say so because we *know*.

IT'S BIN CHECKED

Don't take less than you can get from ATKINSON

IT'S BIN AGED

ATKINSON FLOUR FOR BAKERS ONLY . . . MINNEAPOLIS

Bulk Storage Station Being Built by Rodney

KANSAS CITY — Rodney Milling Co., Kansas City, has started construction of a modern bulk flour station near Washington, D.C., to serve several major bakery customers. Clearing of the land began over the past week end. The new station is expected to start operations on Oct. 1 and is planned so that its initial capacity may be doubled.

The bulk unit, which is the only such facility presently planned by Rodney, is located 15 miles north of the White House on a tract of land adjoining a federal forest preserve. It is served by the Baltimore & Ohio railroad and has access to major highways serving the Baltimore-Washington area.

The bulk station will incorporate all the latest features in flour handling and sanitation. Pneumatic conveying equipment will be used and machinery will include sifters and Entoleters. The building, of modern architecture, will be of concrete and brick construction. Bulk bins are steel and of special vertical design developed by the Rodney engineering staff which is supervising the construction of the plant.

Flour will be shipped to the Washington bulk station by airslide cars. Bulk trucks operating exclusively from the station will service bakery customers in the Washington-Baltimore area. All flour will be sifted before loading into bins and Entoletered before loading into trucks.

James E. Thomson Wins Sands Award

BOSTON—James E. Thomson, Boston, has been awarded the 1958 Sands Memorial Scholarship Award for study at the American Institute of Baking in Chicago.

The scholarship is given annually by Sands, Taylor & Wood Co., Cambridge, Mass., as a memorial to the late Frank E. Sands and Donald P. Sands. It provides for specialized education in baking methods of a man from the industry in New England.

Mr. Thomson studied baking at the Boston Trade School from which he graduated in 1953. With the exception of a period of two years when he was in the Army, he has followed baking as a career and is currently employed by the Hilltop Bakery, Dorchester, Mass.

Judges were Mark Strong, executive secretary of the Massachusetts Restaurant Assn.; Edward A. LeBrun, president, Master Bakers Assn.; Herbert J. Schinkel, executive secretary, New England Bakers Assn., and D. A. Limberakis, president, Bakers Educational Group of New England.

——BREAD IS THE STAFF OF LIFE——

TO LARGER QUARTERS

DETROIT—Specialty Bakers' Services, Inc., sole franchising company for Kellogg's Sunrich Bread, announces that increased services to franchised bakers have necessitated a move to larger quarters at 250 Piquette, Detroit 2, Mich. Included in the new quarters are modern kitchen facilities for testing recipes and a special bread research department to study general problems of the bread industry and to make these findings available to Sunrich bakers.



NEW BAKERY SALES AID—A newspaper advertising mat service to help the baking industry promote its products has been announced by General Mills, Inc., Minneapolis. The kit shown above contains details of the new plan, together with several point-of-sale devices carrying out the theme, "Summertime Fun—Baked Foods Make It Easy!" According to Harmison Hale, manager of the bakery sales service department of General Mills, the program is designed to make high quality advertising services available to the baking industry at low cost.



James H. Link

James H. Link Joins Staff of Inland and Weber Flour Mills

DES MOINES, IOWA — John J. Vanier, president of Inland Mills here and the Weber Flour Mills Co., Salina, Kansas, has announced that James Herman Link has joined the sales staff of Inland and Weber. Mr. Link will represent both companies in eastern Ohio and western Pennsylvania, headquartering at Econo-Flo Flour Service, Inc., Cheswick, Pa.

Mr. Link has spent many years in milling and baking fields, starting in 1934 as a territory flour salesman in the southeastern states, where he remained until World War II. During that time and the Korean conflict, Mr. Link was an Air Force pilot, returning to civilian life after the Korean war as a lieutenant colonel.

For the past several years, Mr. Link has been associated with the bakery trade in sales and service in Pennsylvania and New York. Mr. Link, his wife and two daughters live in Pittsburgh.

——BREAD IS THE STAFF OF LIFE——

C. J. Patterson Opens New Plant In Southwest

PHOENIX, ARIZ.—The C. J. Patterson Co. of Kansas City has opened a new million dollar bakery plant here, expanding its facilities which have, since 1954, operated as a home service type of business.

The new plant is equipped to make 67 bakery products, and will service establishments as far away as Tucson, Ariz., with a fleet of 100 trucks. The new Phoenix plant is one of two recently opened by C. J. Patterson. The other is at Chattanooga, Tenn. (The American Baker, June, page 10.)

In addition to its network of wholesale and home service bakeries, the Patterson company also maintains the American Research Kitchen in Kansas City, one of the nation's largest independent bakery testing laboratories for formula and bakery ingredient testing and experiments in bakery processing.

The firm is headed by C. J. Patterson, Sr., board chairman, and his two sons, Robert Patterson, president, and Curtis Patterson, Jr., vice president and merchandising director.

Bakery Sanitarians Group Merges with New Institute

NEW YORK — The National Association of Bakery Sanitarians, an 8-year-old organization of mill and baking industry sanitation personnel, has dissolved to merge its membership with the newly-formed Institute of Sanitation Management.

Current and last president of the group is Dr. W. Parker Pierce, director of sanitation for Arnold Bakers, Inc., Port Chester, N.Y. Chairman of the board of directors has been Julian L. Cagle, sanitarian of Helms Bakeries, Los Angeles. The NABS organization has been considering the merger proposal since the fall of 1956.

The bakery sanitarians are dissolving their own organization to move into the Mill and Bakery Division of the Institute of Sanitation Management, with headquarters in New York. The institute, organized October, 1956, in Chicago, has five divisions — Buildings, Food Processing, Industrial, Institutions and Mill and Bakery.

According to Dr. Pierce, the bakery sanitarians felt that they had more opportunities to advance knowledge of bakery sanitation and the professional level of their members by the move to the larger organization, which has a professional secretarial office and larger financial resources. The Mill and Bakery Division of the institute recently received a big boost in membership through the mass joining of 43 sanitarians from National Biscuit Co. plants across the country and Canada.

Additional information on the institute is available from its Executive Secretary, Gerard J. Riley, at 855 Avenue of the Americas, New York 1, N.Y.



William K. Erickson

JOINS KELLY — William K. Erickson, Kansas City, for 19 years associated with Flour Mills of America, Inc., has joined the sales force of the William Kelly Milling Co., Hutchinson, Kansas. The appointment of Mr. Erickson as assistant to sales manager Don Russell, was made by P. H. Baum, general manager. Mr. Erickson was manager of millfeed sales and credit manager for FMA. He began his new duties recently and has been joined in Hutchinson by Mrs. Erickson and their two sons.



"Yes! . . . Our Mills are right up to date!"

Frank Lindholm, Superintendent of our Hastings Mill, Hastings, Minnesota, is proud to show "Mr. American Farmer" one of our mills on his tour of King Midas. We are a milling company that has always based its operations on maintaining the most modern mills to produce the highest quality flour.

Constant vigilance and the highest milling integrity, to continually produce the best, that's what King Midas stands for, that's what we do!

King Midas FLOUR MILLS

MINNEAPOLIS PV MINNESOTA

On the job when it counts . . .
AMERICAN NATIONAL RED CROSS





William J. Swordling

SALES MANAGER — The appointment of William J. Swordling as eastern division sales manager for bread for Interstate Bakeries Corp., has been announced by R. L. Nafziger, chairman of the board, and John R. Dow, president. Mr. Swordling has been with Interstate Bakeries for eight years, holding the positions of western division manager for cost control in Los Angeles for six years and plant manager of the Kansas City bread plant for the past two years. Born in Spokane, Wash., Mr. Swordling was educated in California. He is a member of the American Society of Bakery Engineers.

AIB Nutritionists Planning Workshops For Alabama Nurses

CHICAGO—Eight repeat performances of a nutrition workshop are being given in July by Miss Ann Russell, field staff nutritionist for the consumer service department of the American Institute of Baking.

The workshops are being given at the request of Katherine Corley, director of public health nursing for the Alabama State Department of Health, Montgomery, who heard Miss Russell address the annual statewide meeting of nurses in Birmingham on March 16. The AIB nutritionist will present the eight workshops for public health nurses, students in nursing schools, and visiting nurses' groups in Alabama.

Miss Marcie Sanders, newly-appointed field nutritionist in the Gulf Coast states, will work with Miss Russell on these programs.

The title of the illustrated lecture that the nutritionists will present is "Food Becomes You," designed to give the nurses basic nutrition information that they may pass along to people with whom they work. The lecture instructs them on the use of AIB's nutrition education material and points out the role of bread and other bakery foods in a balanced diet.

——BREAD IS THE STAFF OF LIFE——

BISCUIT PLANT SOLD

CHICAGO—The Salerno-Megowen Biscuit Co. plant here has been purchased by a lamp manufacturing firm for a price reportedly in excess of $750,000. The plant contains more than 127,000 sq. ft. of floor space and 209,000 sq. ft. of land. The new owners have announced plans to give up their present quarters in Chicago and move to the new location, probably late this fall.

Bakers, Allieds At Stag Outing In New Jersey

NEW BRUNSWICK, N.J. — The second annual Retail Bakers Day stag outing of the New Jersey Bakers Board of Trade was held recently at Forsgate Country Club, Jamesburg, N.J., and drew an attendance of 140 bakers and allied tradesmen.

Golf and the annual softball game between bakers and allied men were the highlights of the day, with prizes given to the winners. The ball game, and an appropriate trophy, were won by the allied tradesmen. The traveling trophy, now won by the allieds for the first time, becomes the permanent possession of the first three-time winner.

Winners in the various competitive activities were:

Horseshoes, John Fischl and Earl Kingswell; softball, allied trades by a score of 11 to 10; distance ball throwing, F. Tonero, S. Gutkowsi, Richard Methven; accuracy ball throwing, "Happy" Frielick, Gunther Berchen; dressing contest, Richard Methven; golf: bakers low gross, president's trophy, H. Tucker, first place; J. Boczon, second place; C. Trube, third place; N. Capastro, fourth place; allied tradesmen low gross, New Jersey Bakers Board of Trade trophy, Philip Lord, first place; A. Benjamin, second place; J. Terwilleger, third place; handicap, bakers convention host trophy donated by North Central Jersey Bakers, Walter Bolter, first place; H. Schneider and D. McKenna, second place; guests' low gross, North Jersey division trophy, W. Ruggero, first place; E. DeMarzo, second place; P. H. Penn, third place.

Winners in the putting contest for the New Jersey Bakers Board of Trade trophy were: P. H. Penn, first place; William Kane, second place, and W. Huggero, third place.

Kickers' prizes were won by E. Rosa, J. Warnecki, J. Gratzel and H. Hansen.

The longest drive of the day was made by Richard Rodda; the hole-in-one prize went to Al Emerson, and the "most honest golfer" prize to P. McLoone.

The outing was concluded with dinner, entertainment and awarding of prizes.



TROPHIES AWARDED—The New Jersey Bakers Board of Trade presented two trophies when members and allied tradesmen met recently for their second annual New Jersey Retail Bakers Day stag outing. In the lower picture Richard Methven, left, receives the Associated Retail Bakers of America trophy, won by the New Jersey board in the recent ARBA membership drive. Presenting the trophy is Walter J. Meier, president of the New Jersey bakers' group. In the left foreground is Elton Vinburg, Joe Lowe Corp. In the upper picture Mark Shackleton, Standard Brands, Inc., at right, receives the softball trophy, presented annually, from Mr. Meier.

Four separate milling units at the same location

4



. . . to serve bakers with

1 SPRING AND HARD WINTER WHEAT FLOURS

2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS

3 RYE FLOURS

4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

Pennsylvania Bakers Credit Success Of Mid-Year Outing to Superb Program

HARRISBURG, PA.—Good weather, excellent attendance and a top notch program all-combined to make the recent mid-year convention of the Pennsylvania Bakers Assn. a rousing success. Bakers, allied representatives and their guests from all parts of the state attended the convention at the Galen Hall Hotel, Wernersville, in the Blue Mountains.

William L. Manz, Fleischmann's Vienna Model Bakery, Philadelphia, PBA president, presided at the opening sessions of the business meeting and introduced three special speakers. These included Robert E. Rice, special representative of the Connecticut General Life Insurance Co., who presented a film on "Better Employee Understanding." The film depicted a typical management conference covering the various phases of employee welfare programs, group insurance and estate planning.

The second speaker was Arthur T. McGonigle, president of Bachman Bakeries, Inc., Reading, Pa., Republican candidate for governor of Pennsylvania. Mr. McGonigle related his recent campaign experiences, explained the origins of his interest in politics, and stressed the need, in his opinion, for more businessmen to interest themselves in politics and government at all levels. Mr. McGonigle asserted that many of the problems with which business management is "wrestling" today are caused by "default," or a defeatist attitude on the part of businessmen who make only weak attempts to protect their interests.

The final speaker was John E. Means, managing director of the Pennsylvania Retailers Assn., who gave an analysis of a law passed by the 1937 Pennsylvania legislature enabling the secretary of labor to establish minimum wages for women and minors. He explained the effect of the most recent minimum wage order for women and minors engaged in retail occupations, which became effective July 1.

Recreation Program

A variety of entertainment was arranged by the program committee. Dancing and a variety of artistic interludes formed the background. A dance team demonstrated modern dance steps and those of by-gone days, with prizes for the best performers.

A "Springtime in Paris" party provided one evening of entertainment. A ladies' card party and a sketching contest were provided for the ladies while their husbands were engaged in sports activities. The convention banquet was the grand climax and featured a floor show.

Following the banquet, winners of the golf tournament and trapshooting contest were announced by the committee chairmen. The president's low-gross trophy was won by James C. Hendrickson of Shull's Ladyfingers, Inc., Marysville, Pa. The low-net president's trophy was awarded to Linc W. Forrester, Standard Milling Co., Lakewood, N.Y., who also won a prize for "closest-to-the-pin" at the No. 2 green. Kicker's handicap prizes were awarded to six allieds and six bakers.

The Harold Muller-Thym Trophy for the trapshooting was won by the donor himself for the first time. He had a score of 23 birds out of 25. Second prize was awarded to Harold E. Lundy, Capital Bakers, Inc., of Williamsport. Third prize went to "Chappy" Muller-Thym, and fourth prize to John T. Bossert of Ekco Products Co., Baltimore, Md.

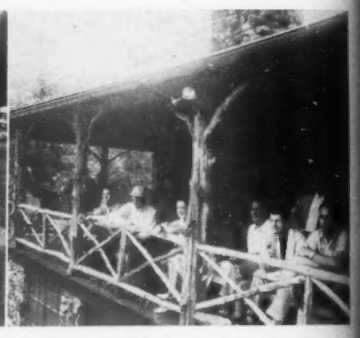
The association adjourned the convention with a board of directors meeting the last morning.

—BREAD IS THE STAFF OF LIFE—

Annual Conference

SALEM, ORE.—The 26th annual meeting of the Pacific Northwest Bakers Conference will be held April 20-22, 1959, at the Multnomah Hotel, Portland, according to Roger Williams, secretary-manager.





MID-YEAR OUTING—The Lebanon Valley Rod and Gun Club Range was an attraction to some members of the Pennsylvania Bakers Assn. during the recent mid-year meeting. Pictured at the left "shooting it out" are, left to right, Harold E. Lundy, Capital Bakers, Inc., Williamsport, Pa.; Lambert Muller-Thym, H. Muller-Thym Co., Perryville, Md., and Jack H. O'Neill, Lockwood Mfg. Co., State College, Pa. While the contestants were busy on the range, other bakers, allied tradesmen and convention guests observed their prowess from the spectators gallery, pictured at the right.





PENNSYLVANIA BAKERS—The first foursome to tee off at the recent annual golf tournament of the Pennsylvania Bakers Assn. was comprised of left to right, William L. Manz, Fleischmann's Vienna Model Bakery, Philadelphia, association president; Clifford E. Clarke, William Freihofer Baking Co., Philadelphia; Harold T. Muller-Thym, H. Muller-Thym Co., Perryville, Md., and Fred F. Hauser, Anheuser-Busch, Inc., Philadelphia. At the right, the terrace of the Galen Hall Hotel, Wernersville, Pa., offered a perfect spot for group chatting or just relaxing in the surroundings of the Blue Mountains of Pennsylvania.





Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!



Located ideally to receive wheat from *all three* major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the *very best flour!*

QUALITY CONTROL IS THE WATCHWORD

. . . throughout every step of the milling operation!

the Beardstown Mills Co.
BEARDSTOWN, ILLINOIS
Producers of Spring, Hard and Soft Wheat Flours since 1875

A Remarkable Pair



STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly—a remarkable pair!

DISTRIBUTED BY

STANDARD MILLING COMPANY

GENERAL OFFICES:

1009 CENTRAL ST., KANSAS CITY 5, MO.

A FEW CHOICE TERRITORIES AVAILABLE FOR AGGRESSIVE REPRESENTATIVES

Ringing the Baker's Doorbell

The **Rush City (Minn.) Bakery** has been purchased by Cy Stephens, proprietor of the Village Bakery in North Branch, Minn., from the estate of the late owner, Arnold Ogren. Donald Brooker will manage the Rush City operation.

●

A new store, the Bake Shop, was recently opened in **Olivia, Minn.,** by Frank Cole who also operates a bakery at Renville, Minn.

●

Mr. and Mrs. John Merkel of Wishek, N.D., have announced plans to open a bakery in **Tioga, N.D.** They have operated or owned bakeries in New Town, N.D., and Wishek, and were formerly employed by a Tioga bakery.

●

Michael Suess of Sleepy Eye, Minn., has purchased the Model Bakery at **Worthington, Minn.,** from the former owner, Hardy Steinberg. Mr. Suess is a graduate of the Dunwoody Industrial Institute school of baking, and has been associated with his father, Peter Suess, proprietor of Al's Bakery at Worthington, the past three years.

●

Lavin Schmidt has announced the opening of a new bakery and coffee shop at **Watertown, Minn.**

●

The Loring Bakery, 1619 Nicollet Ave., **Minneapolis,** is now open under new management. The new owner is Roger Hess, who also operates other bakeries in the Twin Cities.

●

Les Krosschell, owner of the **Edgerton (Minn.) Home Bakery,** has sold a half interest in his business to Dean Gruys.

●

Stan's Bakery, **Mabel, Minn.,** has been temporarily closed, and the owners will deliver special orders to the community from their bakery at Harmony, Minn.

●

John D. Dickson, president of the Bay State Bakery, **Brockton, Mass.,** and Carlo D. Benecchi, treasurer, have announced the sale of their interest to the John J. Nissen Baking Co., **Portland, Maine.** No change in personnel is contemplated.

●

The Purity Bakery in **Pendleton, Ore.,** owned and operated by Neal Laughlin for many years, has closed.

●

The **Pendleton (Ore.) Bakery,** operated by Carl Dudek, has moved to a new location on So. Main St. in the building formerly occupied by Jones' Exchange.

●

The Small Business Administration has approved a loan of $250,000 for the Rovira Biscuit Corp., **Ponce, Puerto Rico.**

●

L. S. Hartzog, owner of bakeries at Memphis and Sikeston, Mo., has purchased the Golden Crust Bakery, **Jackson, Miss.** Mr. Hartzog plans to modernize the Jackson plant.

●

Charles Bakery, **Cleveland, Ohio,** has opened two new stores in the local area. One is located at 5241 Warrensville Center Rd., and the other at 6560 Brecksville Rd. The firm operates four other bakeries in the Cleveland area.

●

Mrs. Smith's Pie Co., Pottstown, Pa., wholesale bakery firm, has purchased the Wassell Bakery, Inc., **Philadelphia,** for a sum in excess of $350,000.

●

Johannes and Ilse Temmler recently opened a neighborhood shop at 129 W. Prospect Ave., **Mount Prospect, Ill.** They operated a retail bakery in Berlin, Germany, before World War II.

●

Cakemasters, Inc., **New York City,** recently purchased a building on W. 72nd St., Manhattan, to which it will add four more stories. The new building and addition will be used for new baking equipment.

●

Mr. and Mrs. Phil Posch have purchased the Pure Food Bakery at **Knox, Ind.** Mr. Posch owned a bakery in North Judson, Ind., for six years.

●

The Newlywed Baking Co., **Chicago,** has purchased a building of 120,000 sq. ft. suitable for plant space.

●

George Monast, previously with Ben's Bakery, Providence, **R.I.,** has taken over the City Bakery, **Pawtucket, R.I.,** previously owned by Joseph Carneglia.

●

Bakery production will be halted at the **Cambridge, Mass.,** plant of the Ward Baking Co. in early July. Improved trucking facilities have made it possible to supply Boston from other bakeries in the Ward chain.

●

Mr. and Mrs. Albert Brody and Mr. and Mrs. Barney Kaplan have opened the Rainbow Bakery, 728 Reservoir Ave., **Cranston, R.I.** The Brody-Kaplan families also operate Brody's Bakery at 15 Douglas Ave., and Kaplan's Bakery at 300 Prairie Ave., Providence, R.I.

●

The Old Heidelberg Cake Shop, **San Antonio, Texas,** has opened a new outlet for its bakery products. Walter Koenig is the owner.

●

Leonard Wadsworth has announced plans to open a bakery in **Bird Island, Minn.** Plans are to use the building formerly occupied by Red Owl Stores, Inc.

●

The **Grand Marais (Minn.) Bakery** has been reopened following a program of redecorating and repairing necessary after the establishment was burned last spring. Mr. and Mrs. Charles Miller are the owners.



POLAR BEAR FLOUR IS KING



POLAR BEAR has always been a modern flour and we aim to keep it that way always. To that end we are now making extensive changes in and additions to our plant facilities. You will find POLAR BEAR always a quality leader.

FOUNDED BY
ANDREW J. HUNT—1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



"If I were only 25 years younger..."

"Yes, don't we all wish it. But just think of the opportunity ahead for today's young folks. The way this country's growing and booming . . . all the new things being invented . . . the new jobs opening up . . . why, I'd give anything to be just starting out again!

"And you know where I think the *real* opportunity is? Right here—on this land, on this farm.

"Now, I'll grant that farming is going to require a man to stay on his toes like he never has before. Improvements are coming to farming, just like they are to everything. And it makes sense that farming methods will have to improve, too, if we're to do the job ahead on land already under cultivation.

"To be a good farmer, it'll mean a man will have to keep up with changes. New ideas. Better ways of doing things. And he'll have to be an even smarter business man than he is today.

"You know, I remember my dad telling me about my future in staying with this farm. He was sure right. Things have followed the same pattern since then that they will in the future. In some ways, farming's a lot easier now than it used to be. But in other ways, it's a much bigger challenge. That's why you just can't run a farm on any kind of "city hours". It's the *extra* time and work that enables you to make money in farming. I don't mind it, though. It's a great feeling to run your own business. And I wouldn't trade farming for any other life.

"I wonder about my boy. Roy's just 12 now . . . and he lives pretty much for the present. He's got good sense, though . . . makes a lot of his own decisions already. And I think once Roy grows up and gets serious about a career, he's going to like what he sees ahead for himself right here.

"For one thing, he will already have had about ten good years of farming experience. And then, when you consider how big the population will be when Roy's grown up . . . there's going to be millions of extra mouths to feed. Industry will be wanting more and more farm crops, too.

"Yes, I'd say if a young man is really looking ahead—and he prepares himself well, both with schooling and practical experience—he'll see the future in farming is well worth being in on.

"*I'm counting on a share in it myself.*"

As people who have worked closely with the farmer for 93 years, we at Cargill agree: the future looks bright.

Our business is Creative Processing: helping change raw farm products into things people will need and buy. This is why we're confident—with a predicted U.S. population of 220 million by 1975 (and a world population of nearly 3 billion)—Cargill Creative Processing will be wanting an ever-increasing number of crops from you, your children and *their* children.

This helps your farming business keep in step with a growing and hungry America . . . makes our position as No. 2 man on the farmer-processor team more stimulating than ever before.

Cargill
CREATIVE PROCESSING

93 Years of Creative Processing of Farm Products

CARGILL

DO YOU KNOW . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 25 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When increasing the milk solid content in bread doughs from 3 to 8%, no other changes are necessary except to increase the water.

2. Frozen sugar yolks contain about 10% sugar.

3. It takes from 12 to 14 oz. pie dough for each 9 in., two-crust pie.

4. In order to decrease the tendency for rhubarb pie filling to thin down, it should be cooled rapidly after being cooked.

5. The best frying temperature for cake doughnuts is from 370 to 390°F.

6. When starch is used in custard pies, it will always be found that, due to settling on the bottom, it will form a starch line and produce a soggy bottom crust.

7. The sugar content of honey is about 80%.

8. A greater spread in cookies without changing the amount of ingredients can be accomplished by sifting part of the granulated sugar with the flour in the dough.

9. The salt content in bun doughs is higher than in bread doughs.

10. If a baker's retarding box does not have enough humidity, increasing the moisture content in the formula will prevent crusting of the dough or made-up units.

11. Setting the rolls on a bread molder too tight will produce bread having a poor grain and texture.

12. In making chiffon pies, it is necessary to add the filling while hot when stirring it into the beaten meringue.

13. An oven having too little top heat will cause a heavy skin to blow up on top of sponge cake sheets during baking.

14. It is practical for a baker making only 600 to 800 loaves of white bread to run sponge doughs.

15. Raisins will sink to the bottom of raisin cup cakes because the shortening content in the batter is too low.

16. The only difference between whole wheat and graham flour is that, in the latter, part of the bran has been removed.

17. Using 4% sugar and 3% milk solids per 100 lb. flour in making white bread will produce excellent toasting quality.

18. Sponges used in making soda crackers are usually fermented for about 18 hrs.

19. Cream puffs and eclairs should be baked at about 425-450°F.

20. The fat content in whole eggs is about 8%.

—BREAD IS THE STAFF OF LIFE—

RAISIN TONNAGE DOWN

FRESNO, CAL.—May shipments of raisins totaled 9,483 tons. Domestic trade took 8,723 tons or 498 tons less than during May a year ago. Shipments to date this season total 137,428 tons. Domestic shipments represent 119,770 tons of this total, 819 tons less than in the same period last season, according to figures released by Gerald W. Jones, manager of the California Raisin Advisory Board, from statistics published by the Raisin Administrative Committee.

This reduction in shipments was anticipated last fall as a result of the below normal tonnage produced from the 1957-58 crop. The May loss in domestic shipments resulted from a reduction in both bulk and packaged raisin shipments.

A RECOGNIZED MARK OF EXCELLENCE FOR EIGHTY-ONE YEARS

HUNTER'S CREAM

FLOUR FOR PERFECT BAKING

HUNTER'S FLYER FLOUR

ANOTHER GREAT FLOUR

The relationship of cause and effect is one of Nature's fundamental laws. In our case, the cause is the location of the HUNTER MILLS in the center of the world's biggest wheat growing area. The effect is the ease and economy of production of the finest flour a baker can buy. Any baker striving for a better loaf of bread will benefit from making use of this cause and effect.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



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America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.



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UNIFORM-MILLED FLOURS BY

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NEW SPOKANE MILL . . . ONE OF THE WORLD'S MOST MODERN
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PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark
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"ROCK RIVER" RYE **"BLODGETT'S" RYE** "OLD TIMES" BUCKWHEAT
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

SPRING MAIDE
An outstanding value where an intermediate patent fits the picture
SINCE 1879
HUBBARD MILLING COMPANY
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AIB Announces Revised Areas For Field Staff

CHICAGO—Revised territories for the field staff of the American Institute of Baking have been announced as the result of the addition of two new nutritionists to the consumer service department.

As a result of the appointments, Virginia White, who maintains headquarters in Boston, will work in the New England states, New York and metropolitan New York City.

Mildred Arnold will cover the mid-Atlantic states of New Jersey, Delaware, Pennsylvania, and also Ohio, with headquarters in Philadelphia.

Marcie Sanders, one of the new staff nutritionists, will work in the gulf coast states of Louisiana, Mississippi, Alabama, Georgia, Florida and South Carolina. Miss Sanders is a graduate of Mississippi State College for Women in Columbus, where she received her bachelor's degree. She earned her master's degree in public health and nutrition at Western Reserve University in Cleveland, Ohio. Miss Sanders has served as home management supervisor for the Farmers' Home Administration, the U.S. Department of Agriculture, and was district nutrition consultant for the Mississippi State Board of Health. Before joining AIB she was a field nutritionist for the National Livestock and Meat Board.


Marcie Sanders

In the mid-South states, Ann Russell will work in Tennessee, Kentucky, Virginia, West Virginia, North Carolina, the District of Columbia and Maryland, with headquarters in Bolivar, Tenn.

Mabel E. Evans, the other new staff member named, will headquarter in Atlanta, Ga., working on special assignments in the South, Southwest, mid-Atlantic and Great Lakes states. Miss Evans is a graduate of Indiana State Teachers College and has an M.S. from the University of Wisconsin. She was head of food and nutrition at Tuskegee Institute in Alabama, food editor of Our World magazine, and field nutritionist for the Wheat Flour Institute before joining AIB.


Mabel Evans

Other nutritionists and their territories are:

In the Southwest, Mary Kuhlman headquarters in Dallas, works in Texas, New Mexico, Arkansas, Kansas, Missouri, and Oklahoma. Marguerite Robinson works in the Great Lakes states of Michigan, Indiana, Illinois, and Wisconsin. Her headquarters are in Chicago. Dorothy Besemer, in the West Central states, covers Iowa, Minnesota, North Dakota, South Dakota, Nebraska, Colorado, Wyoming, and Montana. Her headquarters are in Des Moines, Iowa. On the west coast, Una Wood works out of Los Angeles, covering Washington, Oregon, California, Arizona, Utah, Nevada, and Idaho.



Attend the 1958 Convention of the AMERICAN BAKERS ASSOCIATION October 25-29, Sherman Hotel, Chicago, Ill.

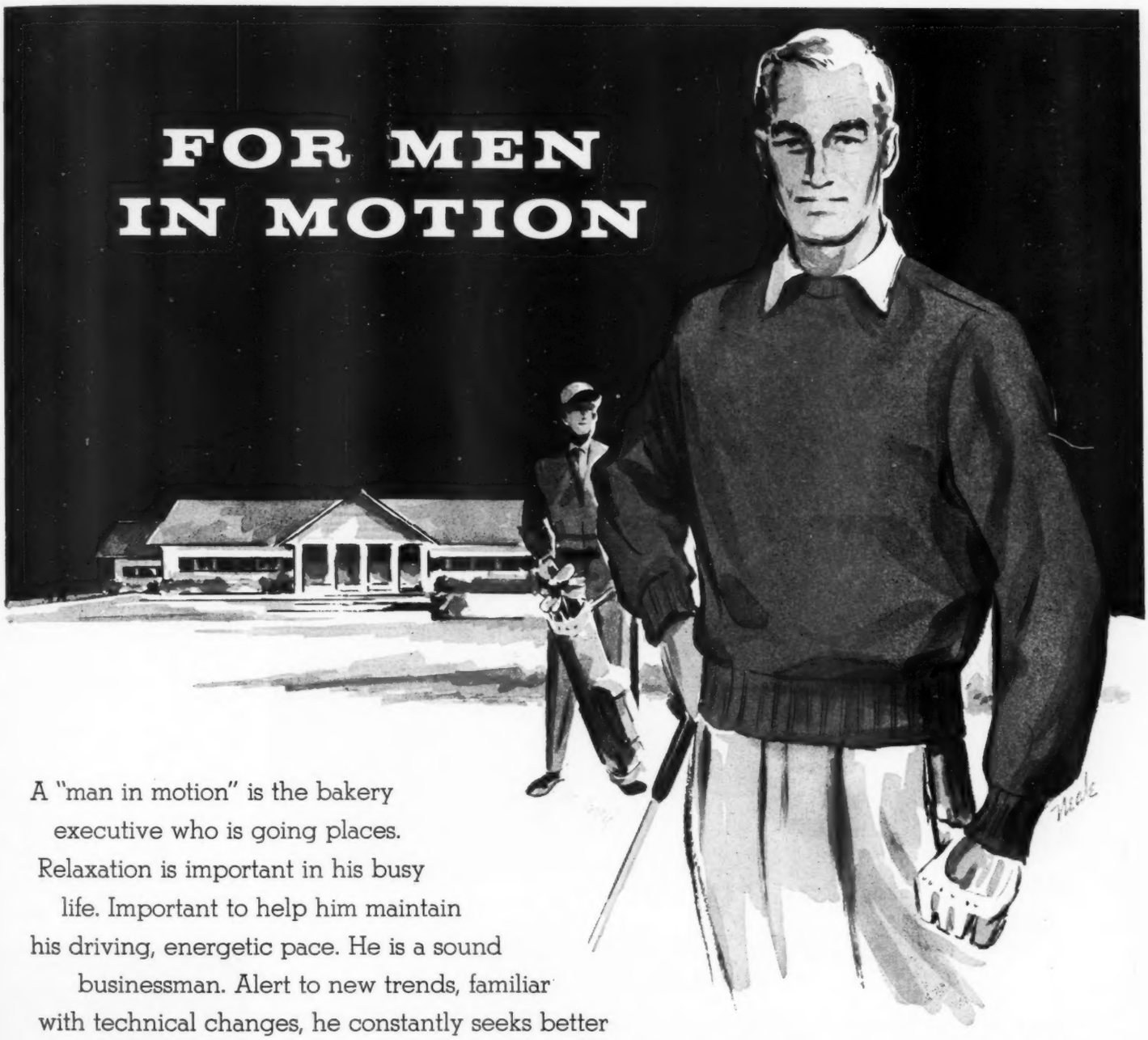
CONVENTION THEME — "Prepare for the coming boom in business!" This is the theme around which programs for the 1958 convention of the American Bakers Assn. are being planned. Announcement of the convention theme was made by Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga., ABA vice president and general chairman of the convention committee. The convention is scheduled to be held at the Hotel Sherman in Chicago Oct. 25-29.

OFFICERS ELECTED

CHICAGO—Directors of Deppe-Vienna Baking Co. have elected John A. Conwell, executive vice president, as president and general manager to fill the vacancy caused by the death of John J. McEnery. Frank J. Romano, Jr., was elected vice president, general counsel, and a director.



HANDY BOOKLET — The Virginia Bakers Council, Inc., has made available a simple, 5-page booklet with the title "Why Eat Bread?" The booklet is available for distribution to schools, service groups, PTA's, and members of the council. It explains the place of bread in the diet, the difference between enriched white and whole wheat bread, the ingredients of bread, and how to keep the product fresh. Those interested can obtain more information, and copies, by writing the council, 5 S. 12th St., Richmond 19, Va.



A "man in motion" is the bakery executive who is going places. Relaxation is important in his busy life. Important to help him maintain his driving, energetic pace. He is a sound businessman. Alert to new trends, familiar with technical changes, he constantly seeks better methods, new product and sales ideas. He is confident because quality ingredients back him up all the way. The "man in motion" knows that for top-quality, uniform baking, he can depend upon Drinkwater Flour.

MORE SOUTHWESTERN BAKERS HAVE USED DRINKWATER FLOUR FOR MORE YEARS THAN ANY OTHER BRAND

DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas

A Division of Burrus Mills, Incorporated

Continental Names Four Scholarship Award Winners

NEW YORK — Winners of four Continental Baking Co. annual scholarships have been announced. Recipients will be provided tuition, room, board, miscellaneous expenses and a sum for grants-in-aid for a full four-year college course at Florida State University, the only college in the U.S. with a baking science and management department.

Names of the winners were announced by R. Newton Laughlin, Continental president. They are:

Donald Leroy Carlson, graduate of Collinsville Township High School, Collinsville, Ill. His father, Leon Carlson, is production superintendent at Continental's Hammond, Ind., bakery, and has been with Continental 22 years.

Robert Francis Casey, a graduate of Stoneham High School, Stoneham, Mass. He is the son of Fred J. Casey, a Continental salesman for 21 years, who is currently employed at the Hostess Bakery, Somerville, Mass.

Peter Christman, a graduate of Theodore Roosevelt High School, Wyandotte, Mich., who was president of his class and chairman of the student government committee. His father, Edward S. Christman, a salesman at Continental's Hall-Detroit bakery, has been with Continental 10 years.

Courtney W. Moles, Jr., a graduate of Humboldt High School, Humboldt, Kansas. His father is a Depot Supervisor with Continental's Kansas City bakery, and has been with Continental 10 years.

The four were selected by the Florida State University Scholarship Committee from a group of 29 applicants.

Plant Maintenance Personnel to Meet With AIB Class

CHICAGO—Approximately 24 men experienced in practical bakery maintenance will share their views and experiences with enrollees at the Sept. 22-27 maintenance short course at the American Institute of Baking.

Emphasis will be on the latest practices in the baking industry, particularly in regard to the increasing role of mechanization and automation. Speakers from bakery plants, equipment manufacturers, and related industries will explain proven practices now in use in their own plants.

LeGrand Cannon, manager of power service for Commonwealth Edison Co., on this year's program for the first time, has been scheduled in response to previous enrollees' requests for more information on electric power. Mr. Cannon's topic is "How to Save on Electric Power Bills," which he also presented at the January meeting of the Plant Engineers Society in Chicago. He has been with Commonwealth Edison 29 years and, according to William M. Schieb, maintenance instructor at AIB, will point out to maintenance engineers how power costs can be lowered and shop productivity increased through effective use of electric power. His address will be followed by a "shop talk" discussion where maintenance engineers will be urged to bring up problems and attempt to solve them through group participation.

A complete list of speakers and their topics will be announced in July. Further information on the maintenance short course may be obtained from the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

—BREAD IS THE STAFF OF LIFE—

DIVIDEND DECLARED

NEW YORK—The board of directors of American Molasses Co. has declared a quarterly dividend of 17½¢ a share on common stock of the company. The dividend is payable on July 9, 1958, to shareholders of record at the close of business on June 30, 1958.



Softer . . .

Whiter, Better Flavor

. . . THAT'S WYTASE BREAD

Wytase Bread has had public preference for 30 years. The record shows that bakers who stay with Wytase enjoy trade that stays with them.

In simple two-syllable words, Wytase makes bread softer, whiter, better flavor—and that's what bread consumers want, isn't it?

Preferred WHITE BREAD made with Wytase

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WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening and conditioning the dough.



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NAPPANEE MILLING CO. NAPPANEE, IND.

"Golden Loaf" That's Our Brand—

The Flour with the Doubt and Trouble left out

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Lake City, Minn.

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Operating Union Terminal Elevator

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DAVID HARUM BAKERS FLOUR

From Nebraska's Choice Winter Wheat

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LEXINGTON, NEBRASKA



C. R. Scarborough

C. R. Scarborough Chairman of SBA Annual Conference

ATLANTA, GA. — Announcement has been made by Roy Allen, chairman of the board of the Southern Bakers Assn., and Benson L. Skelton, president, of the appointment of Clifton R. Scarborough, Charlotte, N.C., as chairman of the 8th annual SBA production conference. The conference will be held at the Atlanta Biltmore Hotel, Atlanta, Sept. 14, 15 and 16.

Mr. Scarborough, a native of Ila, Ga., is proprietor of the Scarborough Industrial Food Brokerage Co., with offices in Charlotte and New York. He is a well-rounded production man, having been graduated with top honors in 1950 from the Oklahoma State University School of Baking. At the age of 24, he was general production superintendent of a large wholesale bakery in the South.

In 1953 Mr. Scarborough was employed by the Borden Co. as southern sales and service representative, and later was promoted to district manager of sales for 17 states. In 1956 he founded the Scarborough Industrial Food Brokerage Co. In 1957 Mr. Scarborough served as assistant program chairman of the American Society of Bakery Engineers, and in March of this year he was the program chairman of the annual meeting of the American Society of Bakery Engineers in Chicago. At the March meeting he was elected second vice president of ASBE. Besides being on the program of various baking schools, trade associations and production conferences, he is an active member of the Production Club of the Carolinas, SBA, ASBE, and the Bakers Club of Chicago.

——BREAD IS THE STAFF OF LIFE——

USE OF BREAD SLOGAN CONTINUES TO GROW

CHICAGO—A steady increase in use of the slogan "Enriched Bread Enriches Health" has been recorded in recent months.

Sales of end labels bearing the symbol have crossed the 32 million mark. Use of gummed seals on envelopes and letterheads is fairly extensive throughout the industry and a number of companies have incorporated the seal in postage meter slugs. The seal is being used in newspaper ads by bakers in many states, and several bakers have included it in television spot announcements.

ABA has on hand a supply of the gummed stickers. The price is $4 for 100 sheets, 7,000 stickers.

Proper Bulk Sugar Operation Explained

NEW YORK—B. W. Dyer & Co., a firm of sugar economists and brokers, has issued a news release containing advice to industrial sugar users, including bakers, who are considering a change from bagged to bulk sugar.

In the opinion of the sugar economists, such a change to bulk sugar will often result in a substantial saving, provided the amount of sugar used is large enough to justify it.

The change to bulk sugar handling does have one disadvantage, however, which the economists say is frequently overlooked. It does not permit extra storage if a truck strike or some other interruption of the delivery of sugar is threatened.

This problem can be overcome, however, if some means of emptying bags into the plant distribution system is provided. If this is done, a stock of bagged sugar can be built in an emergency and used without losing the advantage of the in-plant saving and convenience of the bulk handling system. Moreover, offshore refined sugars in bags may sell cheaply enough for certain industrial sugar users to want to purchase them from time to time.

Usually this can be done easily and at little extra cost when the system is being planned, and is excellent insurance against a possible plant shutdown if the delivery of sugar is temporarily stopped for any reason, the economists concluded.



COUNTRY CLUB WINS
GOLD CUP AWARD
with WINGOLD RYE FLOUR

Our heartiest congratulations to Modern Bakeries, Inc., Culver City, California, owned and operated by the Slaten family, bakers of Country Club breads. Country Club won the gold cup at the 9th Bakers Forum for the best variety loaf of bread. We are pleased and proud that it was made from WINGOLD WHITE RYE FLOUR!

When you use Bay State rye or wheat flours you can always depend on uniform high quality. You in turn make bakery products that win their way into the hearts of your customers . . . and boost your sales and profits!

Ask about Wingold Rye and other well known Bay State Flours now!

BAY STATE MILLING COMPANY. General Offices: WINONA, MINN. • LEAVENWORTH, KANSAS

MILLERS OF Quality FLOUR
EXCLUSIVELY FOR BAKERS

Millers of . . .
- Wingold
- Bakers Flavor
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- Ry-Do (Light)
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- Souvenir
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. . . and other fine flours!


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American
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American Boy
AMERICAN ACE
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AMERICAN FLOURS, Inc.

ANSWERS TO "DO YOU KNOW?"

Questions on page 18

1. **False.** It is usually recommended that the dough be given slightly more mixing. The malt content should also be increased somewhat as milk seems to reduce the rate of gas production and the doughs are likely to be bucky. The oven temperature should also be slightly lowered as the bread will color up faster due to the lactose (milk sugar) in the milk solids.

2. **True.** Plain frozen yolks are inclined to be somewhat more gummy than yolks frozen with sugar. Honey, invert syrup, glycerine, and also salt, are sometimes used in freezing yolks.

3. **False.** A 9 in., two-crust pie will require from 9 to 10½ oz. pie dough.

4. **True.** Rhubarb contains acid which breaks down the starch used as a thickener. Acid, heat and moisture convert the starch into a sugar solution. By cooling the filling rapidly, this breaking down is decreased to some extent.

5. **True.** The frying temperature is dependent upon richness of the doughnut. A rich doughnut contains a high percentage of sugar, eggs and milk. The richer the formula, the faster the doughnut will color up, due to the rapid carmelization of the sugars. A large doughnut will also require a lower temperature than a small doughnut in order to be thoroughly cooked.

6. **False.** It will not always settle on the bottom. Starch can be used in custard filling by cooking it with part of the milk and sugar which will eliminate the settling. The cooked starch should be cooled before it is added to the custard filling.

7. **True.** The balance is moisture and mineral matter.

8. **True.** By sifting part of the granulated sugar with the flour there will be more undissolved sugar particles in the dough. When the cookies are placed in the oven, this undissolved sugar melts, producing greater spread.

9. **False.** The salt content in an average bread dough will be about 2¼% based on the weight of the flour. In a bun dough it will run about 1½%.

10. **False.** Both will still crust up in the retarding box. If the doughs contain the proper amount of moisture to begin with, increasing it would make them harder to handle due to being too soft and sticky.

11. **True.** The grain of the bread is very apt to have a very coarse and open cell structure. This is due to the dough being torn and very ragged while going through the machines.

12. **True.** If the filling was added while cool or cold, it would be stiffer and difficult to stir into the meringue, causing it to break down readily. When the filling is added while hot, it also helps to set the meringue as it coagulates the egg whites.

13. **False.** This blowing up of a heavy skin on the tops of sponge cake sheets is due to the oven having an excessive top heat.

14. **True.** Sponge doughs have greater fermentation tolerance than straight doughs. It is not always easy for the small baker to control the fermentation temperature or to take the doughs on the scheduled time. Sponge doughs will give him a greater leeway.

15. **False.** Sinking is due to the character of the batter. A formula with a high sugar content also requires a high moisture content. Too soft a batter would cause the raisins to sink. A high leavening content and a number of other reasons could cause this difficulty. A stiffer or leaner batter will help to eliminate this difficulty.

16. **False.** Both whole wheat and graham flour must be 100% of the wheat berry. Quite often the bran particles in graham flour are larger than those in whole wheat flour.

17. **False.** The toasting quality of bread will be improved by using 6 to 8% sugar and 6% milk solids per 100 lb. flour.

18. **True.** After the dough is mixed, it is fermented for about 4 to 4½ hrs. longer and then run through a brake and fed through a cutting machine.

19. **True.** The ideal procedure is to bake at this temperature until they are set. Then finish baking at about 375°F. in order to dry them out.

20. **False.** The fat content in whole eggs is about 10½%.

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ROANOKE, VA.
Quality Soft Wheat Flours for 75 Years

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS
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Wisconsin Rye Flour
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FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

Why 82% of America's white bread is wrapped in WAXED PAPER:



Packaging masterpiece wins prizes for genuine taste-excitement!

Bakers know appetite appeal adds more sales impact to lower-cost WAXED PAPER wrappers

No wonder bakers agree it's sound sales strategy to cash in big on *appetite appeal*. When pictured in use, your brand bread shows off at its tastiest golden best on Waxed Paper. What's more, shoppers know this shining, inviting, fresh-looking wrapper promises a delicious loaf inside—and delivers it! But that's not all...

- **Lower Cost**—Real profit potential! Records prove costs diminish, sales shoot up with initial wrapping in economical Waxed Paper. Always a ready, steady supply available to meet every production need!
- **Billboards Your Brand**—Power-packed impact! Your name stands out, gets the attention that multiplies sales. Waxed Paper sharpens colors, intensifies brand identification in stores, at home or on the way. Result: impulse sales on sight, repeat sales that really add up!
- **Vitamin Protection**—Consumers look for, select the loaf that's vitamin enriched. Waxed Paper safeguards added nutrition in white enriched bread for customers' better health, satisfaction. They come back again—and again—for the loaf they like!
- **Freshness Protection**—That just-baked flavor and texture are sealed in! Bread stays fresh and delicious for the life of the loaf! Waxed Paper handles better, too. Opens easier. Folds shut, stays shut!

Waxed Paper teams up with the experience and know-how of America's top converters. Gives your product the protection and modern design packaging that build bigger bread business. For expert packaging help, see your Waxed Paper salesman today. Or write us, phone us direct.

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WAXED PAPER MERCHANDISING COUNCIL, INC.
38 South Dearborn Street, Chicago 3, Illinois • STate 2-8115



Claim your share of Outdoor E
with General Mills' S

Summertime's an opportunity to sell! Eating moves outdoors. It's "Let's-take-it-easy" time all across America. So baked foods sales go up, because baked foods are ready-to-eat. Sales of everything, from breads, buns and rolls through cakes, cookies and pies. Get your share! Put General Mills' Summer Promotion to work.

Industry promotions also boost summertime eating. Scheduled for July is the American Bakers Association's "Let's Eat Outdoors", to be followed by the Wheat Flour Institute's "August is Sandwich Time." Both will gain nationwide publicity and support. Put up and use their merchandising materials that will work best for you.

Act today! For your timely Summer Promotion ask your General Mills salesman or write . . .



The character and flavor of your breads and rolls depend upon your flour quality

That's why you want a top-quality flour . . . to make the top-quality breads and rolls your customers expect. General Mills Bakery Flours are just that—expertly milled from the choice selection of wheat and rye. They'll produce "full-bodied" breads and rolls that are silky in texture and flavorful every time. Breads and rolls that customers will buy . . . and buy again.

Specially milled to give breads and rolls the customer-winning tang of real rye.

A famous whole wheat flour milled to impart all the flavor and aroma of whole wheat.



A spring wheat flour for wide tolerance and use that provides extra keeping quality for breads and rolls.

Eating sales Summer Promotion

General Mills' Summer Promotion shows you how. You'll find a big four-color poster on "outdoor" eating. There are two and three-column newspaper ads featuring buns and rolls to choose from. *And* you'll find a Vitality News feature section jam-packed with formulas and sales idea helps for merchandising baked foods for summer.



(Your Promotion Kit)

BAKERY SALES SERVICE

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General Mills



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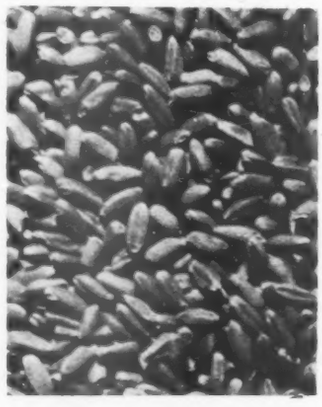
Flours From GOOCH

1. Wheat Selection
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3. Facilities (Equipment)
4. Milling Know How
5. Housekeeping (Pest Controls)
6. Service — Handling & Shipping
7. Priceless Ingredient

1 Wheat Selection

The much talked about tobacco buyers have nothing on today's flour grain buyers. They too spend years in gaining the knowledge necessary to become successful in their profession. They must know the growing history of each crop —what section each year, in the hard winter belt, produces the best wheat for flour milling.

Gooch grain buyers have a big advantage, as their search for quality begins in our home state, Nebraska, which is rapidly being recognized as producing the best quality Hard Winter Wheat in the Nation. As soon as the fall planting of wheat begins to show above the ground Gooch fieldmen start their checking. Root growth, snow coverage, spring moisture are carefully charted thru the life of the plant. Our wheat buyers use this pre-harvest record in selecting samples from all sections for laboratory testing.



When the big rush to market of new wheat starts, our buyers know just where to look for the cream of the crop. Much of this choice, pre-selected wheat, finds its way to our great elevators. Here it is stored and milled into the best of flour for our bakery customers.

Wheat selection is just one of the many steps taken by Gooch to supply you with the best in Bakery Flour. You will know the value of Gooch's seven reasons for better bread flour when you first use

GOOCH'S BEST FLOURS

Identical Performance

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt. Elevator Space 4,000,000 Bu.

Speaker Tells Rocky Mountain Bakers To Take Mystery Out of Management

By A. R. Fleischmann
Standard Brands, Inc.

EDITOR'S NOTE: Mr. Fleischmann is vice president of Standard Brands, Inc. His talk was delivered to the 32nd annual convention of the Rocky Mountain Bakers Assn. held recently at the Broadmoor Hotel, Colorado Springs, Colo.

A couple of months ago, in New York City, the Associated Retail Bakers of America held a convention that was widely publicized in advance as the first "speechless" convention in the association's history.

I cannot tell you whether the elimination of speeches made the convention more or less interesting. I can only report the melancholy fact that it broke all existing records for attendance.

Although some of my fellow guest speakers may insist that the New York affair was just an isolated incident, I think they are whistling in the dark. I strongly suspect that the "speechless" ARBA convention marks the beginning of a trend. And since we all have seen how completely trends can eliminate public performers—like TV comedians—I am afraid that it may also mark the beginning of the end for bakery convention guest speakers.

Well, if that does happen to be the case, at least I have chosen the right neck of the woods for a farewell appearance. Because I am sure that the hospitable Rocky Mountaineers who have been so kind to the vanishing buffalo and elk and antelope will be willing to listen to the plaintive swan song of a vanishing guest speaker.

I intend to expose my fellow members of the managerial class. And the title of my expose is: "Taking the Mystery Out of Management." I think you will all agree that that is a pretty intriguing title. But all it really means is that I am going to try to strip the art of management of its complicated and specialized "mech-anics" while I concentrate on its universal and basic "hu-manics."

All Management

In other words, I intend to talk about the primary function of all management, which is the development and guidance of the people we manage.

This is not just my idea of the basic and elemental function of management. When I went to Webster's dictionary to find out how the verb "to manage" was defined I discovered that its first and original meaning is even more elementary than my definition.

According to Wabster, the verb "to manage" is taken from the French word "manege," which means "a school for training horses." Thus, the number one meaning for the verb "to manage" is "To train a horse in the manege."

Further down in the list of definitions, Webster does make it clear that the more modern meaning for "to manage" is to train people. Or, as he puts it in definition number three, "to guide people by careful treatment."

So that's what I'd like to talk about today, the guidance and development of the people you manage through the careful or skillful use of several different management techniques.

Before we get into specifics, it might be helpful to point out that the basic rule behind these modern management techniques is the one that has served as a standard for good human relations for centuries. I refer, of course, to The Golden Rule.

All that today's human relations experts have added are certain skills and techniques for applying the Golden Rule in business. And no amount of teaching or studying will be of much value unless there is a genuine desire to do unto others as we would have others do unto us.

Another Question

That brings up another question that deserves an answer before we go into specifics, namely: What are the things that people want from their managers and from their jobs? Or, to put it another way: What should a manager try to give the people he manages in order to "motivate" them?

Well, according to all the surveys, he should try to give them the same things that he himself wants, partici-

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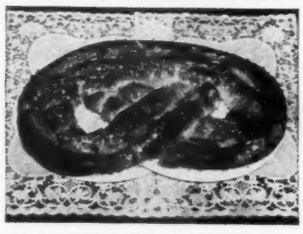


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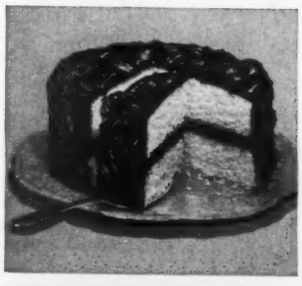




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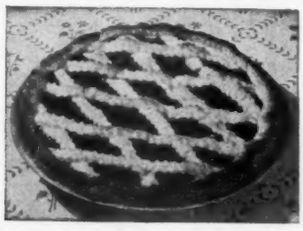


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pation, recognition, a sense of belonging, security, a happy work climate and fair treatment.

It is true, of course, that wages and working conditions are prime considerations in the motivation of employees, but experience has shown that these other human needs are also important. And what is more to the point, they are needs that can be satisfied without necessarily increasing the hourly pay rate.

Now let us look at some other specific techniques in management "humanics."

Selection of New Employees: The first of our specific management techniques is the selection of new employees—the selection of employees who will like the type of work the manager will want them to do and who will be able to do it.

Even though the wartime labor shortage has been over for a long time, we still hear many a manager complaining that it's just not possible to develop and train the type of employee he gets nowadays.

Maybe so. But it may also be that that manager is like the middle-aged fellow who is always complaining that the stairs are getting steeper, the blocks are getting longer and his glasses are getting weaker!

In any case, since it is just not possible to dig up and dust off the type of employee he used to get, it might be a good idea to start using some of the reference records and qualifications tests that will enable him to improve the quality of the employees he is hiring.

Induction of New Employees: After an employee has been selected, he should go through a period of "induction" or "orientation" — ten-dollar words which mean that someone should see to it that he gets started on the right foot; that he is told exactly what he is supposed to do, why he is supposed to do it and where he fits into the company's over-all scheme of things.

I know it is not necessary to dwell on the importance of a well-planned induction program. Although a large number of people have learned how to swim by being thrown into deep, cold water it is not an approved practice among swimming coaches. It is much more likely to scare the would-be swimmer for life. If, of course, it doesn't drown him immediately.

Job Relations: It is sad but true that even employees who have been carefully selected and properly inducted sometimes develop problems. That is why most modern manpower development programs have a special course on job relations, which is the handling of problems that arise between people who work together.

This course emphasizes the fact that, when dealing with personnel problems, an ounce of prevention is worth a pound of cure. However, since it is not humanly possible to prevent some problems from arising, the course also suggests techniques to use in handling them.

Before leaving this course in "humanics" it should be pointed out that the manager who takes the time to try to solve personnel problems will get his reward right here on earth, as well as in heaven. For example, he will get it in a much lower employee turnover.

Basis of Experience

I base that promise on our own experience at Standard Brands and on a vocational survey of white collar workers that was made by the Harvard Business School.

According to the published report on this survey, in two-thirds of 4,500 cases where employees were either denied promotion or let go it was because they were unable to get along with people.

Just think of that for a minute: 3,000 out of 4,500 workers unsatisfactory or unemployed—not because of laziness, stupidity or inability to handle the job, but because of inability to get along with people.

Although all of our management techniques have practical applications and rewards, some are more obviously practical than others.

Work Simplification: This applies to the management technique called work simplification which can be used by all supervisory personnel, but is especially helpful to those in production and administration.

The keynote of this course is the promise that there is always an easier way. To help managers and supervisors in their never-ending search for that "easier way" they study work distribution and flow process charts and the basic principles of motion economy. However, they are frequently reminded that they must never lose sight of management "humanics" in their search for greater efficiency.

Meeting Leadership: One of the most interesting and exciting of the management techniques being taught nowadays is meeting leadership, how to lead a meeting of the employees you are trying to develop and guide.

This particular skill has been welcomed with great enthusiasm by managers and supervisors in all types of business, probably because they were at least subconsciously aware of the enormous amount of time and good will wasted in old-



A. R. Fleischmann

fashioned lecture-type meetings where nobody talked but the boss.

Another reason for management's preference for the so-called "conference type" meeting is that the technique of getting group participation is as simple as it is successful, especially when compared with the painstaking rehearsals required for a lecture-type meeting.

Incidentally, this business of giving individual members of the meeting a chance to express their views and speak their pieces is an excellent example of the point I tried to make when I said that modern human relations are largely based on the Golden Rule.

Communication: Communication is the most fashionable of the modern management techniques, the one most frequently discussed in business magazines. By this is meant, of course, the establishment of two-way communication between management and employees, the type of communication that leads to mutual understanding and coordinated action.

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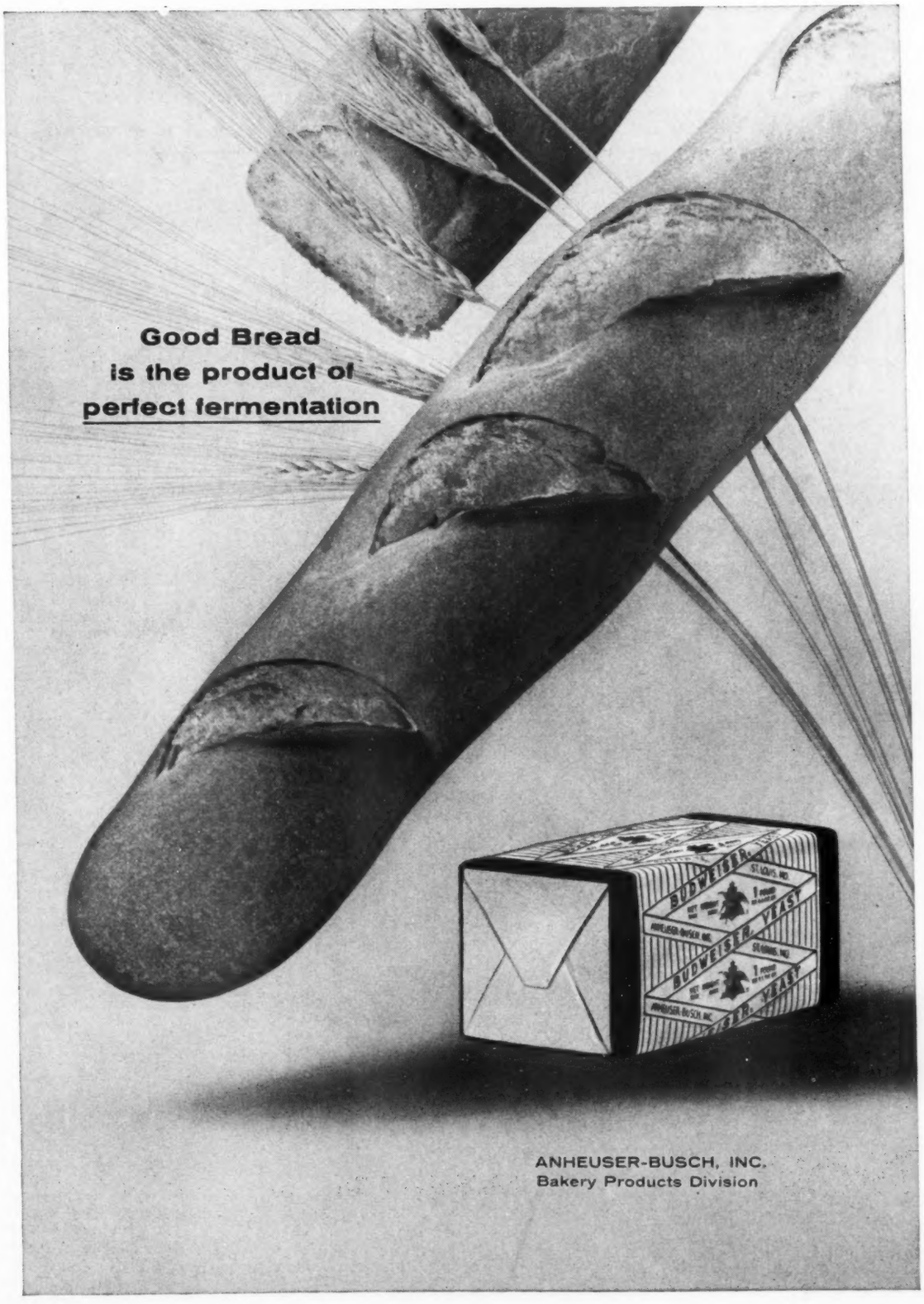
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beings is such an enormously broad and complicated subject that the simple management techniques so far developed have barely scratched the surface. By the same token, it is felt that development of more effective systems of communication holds out the promise of wonderfully worthwhile rewards in better management-employee understanding.

How To Train: The most important and basic of all management techniques is how to train. And here are nine good reasons why: 1. The trained instructor organizes the information he wants to give in a sequence that will seem clear and logical to the person he is training. The untrained instructor, on the other hand, is apt to teach the job in the order in which he would perform it, without regard to whether or not that order is confusing to the new man.

2. The trained instructor breaks his units of information into bite-size pieces the learner can handle. The untrained instructor is apt to think of his work in larger units than the learner can swallow.

3. The trained instructor teaches every step in the entire operation. The untrained instructor frequently forgets to mention important connecting links in the over-all operation.

4. The trained instructor stresses the points that can make or break the beginner's job performance. The untrained instructor stresses the points that seem important to him.

5. The trained instructor always explains why a thing is done a certain way. The untrained instructor usually concentrates on "how" and regards "why" as unimportant.

6. The trained instructor knows that it takes time and patience to teach an employee. The untrained instructor is used to doing the job quickly so he mistakenly assumes it can be taught quickly.

7. The trained instructor has learned to use the right word to convey his thought. The untrained instructor frequently uses words that confuse rather than explain.

8. The trained instructor takes time to prepare himself before instructing. The untrained instructor may not have a clear idea of the exact number of steps in the operation. He is apt to back-track, to forget things he wanted to say, to get the order of steps all mixed up.

9. And possibly most important, the trained instructor establishes and maintains good relations with the learner. The untrained instructor concentrates on the job and forgets the man who is learning how to do the job.

Those are the nine reasons why managers and supervisors should take the time to learn how to train. And here are the four simple steps to follow when training an employee. As we shall see, they are simple steps but they are not easy.

1. Prepare the employee for instructions. Put him at ease, explain the job and its importance, get him interested in learning the job.

2. Present the job, explain and demonstrate one step at a time. Tell why and how. Stress key points. Instruct clearly and patiently. Give everything you will want back, but no more.

3. Tryout performance, have him do the job. Have him tell why and how, and stress key points. Correct errors and omissions as he makes them. Encourage him, get back everything you gave him in Step 2. Continue until you know he knows.

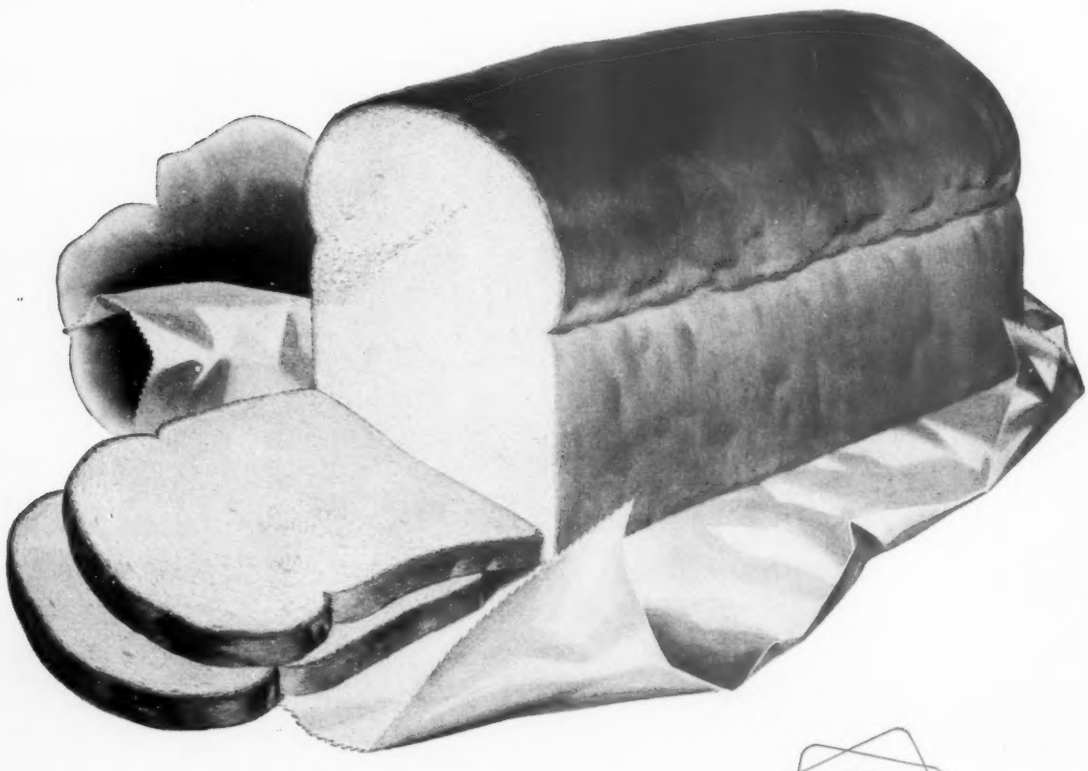
4. Follow through, put him on his own. Encourage questions. Check frequently. Let him know how he is doing.

As I said a moment ago, those four steps are short and simple, but they are not easy. It takes plenty of time and perseverance to put them into practice. However, whenever a manager is tempted to short-cut or skip his training responsibilities he should try to remember the ancient oriental adage which says, "If the Learner Hasn't Learned the Trainer Hasn't Taught!" Yes, it takes a lot of effort to learn all the other management "hu-manics" we have been talking about, such as selection of new employees, induction of new employees, job relations, work simplification, meeting leadership and communications.

There is no question, however, but the man who learns to use these tested techniques will reap a rich reward. For he will have taken the mystery out of management.

Even more satisfying, in the long run, will be the knowledge that he has played a vital part in the growth and development of those who were placed in his charge.

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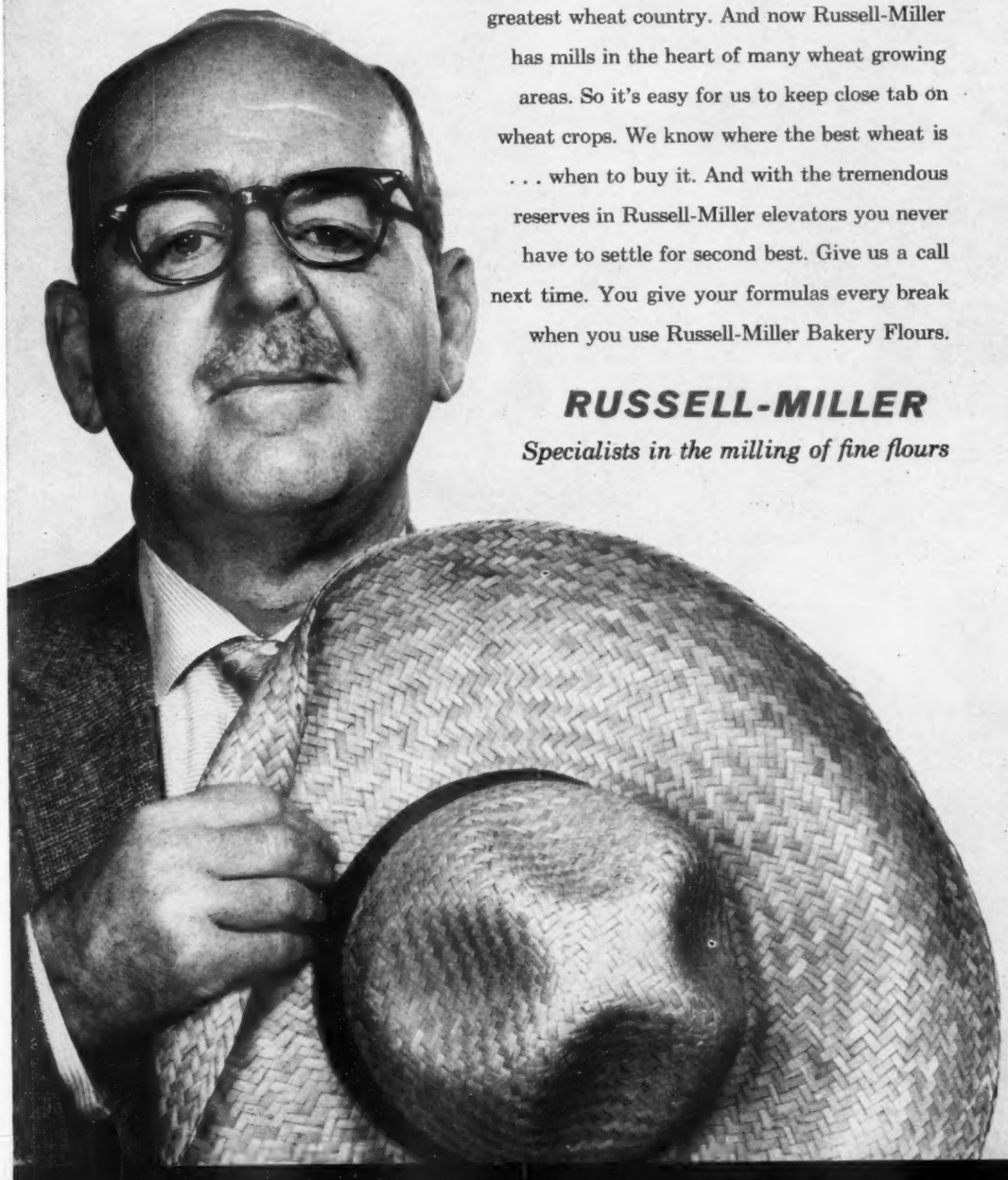
—BREAD IS THE STAFF OF LIFE—

GOLF OUTING

MINNEAPOLIS—The annual Minnesota Bakers Assn.-allied trades golf tournament and play day will be held at the Golden Valley Golf Club Tuesday, Aug. 5, according to J. M. Long, MBA secretary. Under the chairmanship of Aaron Petersen, a general committee met recently to plan dinner arangements, prizes, special events, tickets and marking up of foursomes for the tournament and play day.

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Use of Emulsifiers and Inverts In Cake Batters, Buttercreams

By Henry H. Favor

EDITOR'S NOTE: Mr. Favor is with R. T. Vanderbilt Co., Inc., New York, N.Y. His address was delivered before the recent 34th annual meeting of the American Society of Bakery Engineers held in Chicago.

I would like to start with a basic statement that baking is just one section of our country's gigantic food industry, and this whole industry has become a science rather than an art, whether we like it or not.

We, as bakery engineers, are depended upon by our employers to keep the products coming out of our plants so good that the consumer will buy them in preference to all the other foods being offered to replace them. The entire food industry has made tremendous improvements in its products over the past few years by applying scientific knowledge to every step in their preparation, packaging, and distribution. The baking industry has done well, too, in this respect, but there are still many unsolved problems that must be licked if our industry is to hold its share of space in the consumer's stomach.

We, therefore, must be well aware of every scientific development that has helped any food industry so that we may adapt it to our own whenever feasible. It isn't necessary that you, as bakery engineers, understand everything that the research chemists talk about. But you must be familiar with the basic language of baking chemistry. Our industry, like all others, is changing by leaps and bounds, and it will leave behind those of us who cannot keep up the pace.

As you have probably noticed, the title of my paper, "Emulsifiers and Inverts in Cake Batters, Buttercreams, etc." covers a lot of territory. I have never attempted to write a textbook, but I am sure a good one could be written on this subject alone. Many of the newer ingredients offered to bakers these days are based on the action of emulsifiers, or on some type of humectant like the inverts, so I am sure it will be worth your time if I review the subject and bring you up-to-date on what you may expect to gain by using these newer cake ingredients.

To bring some order into this discussion, I will divide it into sections covering cakes and icings and into subsections dealing with the effects of emulsifiers and inverts upon each of these. Some duplication may result from this, since both ingredients may have some of the same effects, but I am sure it will help you follow me more easily.

Background of Emulsifiers

Emulsifiers in cake are as old as cake itself, since egg yolk, among other things, is a fine cake emulsifier. I once attempted to make an egg-less cake for a friend whose young daughter was allergic to eggs and soon learned how important the egg was to cake manufacture. Emulsifiers have sometimes been accused of being egg substitutes, but I can assure you that the future of the egg-less cake is very dim indeed.

One of the more significant technological improvements in cake manufacture has been development of the modern cake shortening, and I believe that a good share of its success has been due to the emulsifier it contains. Mono and diglycerides which are, in reality, only modified shortenings themselves, when added to shortenings, disperse the fat and air bubbles in a cake batter so rapidly and so much more thoroughly that richer and lighter cakes can be made with much less time and trouble.

Cake batters are emulsions, and emulsions are intimate dispersions of fat and water. The more intimate the dispersion the better is the emulsion, whether it is a salad dressing, a face cream, or a cake batter. Fine particles of fat and air in the batter produce large, fine grained cakes, whereas large pieces of fat produce holes. Large air bubbles escape from the batter before it has a chance to set up in the baking, and so leave a poorly aerated batter that makes a small cake.

You probably all use some type of emulsifying shortening in your cakes. The improvement in the structure and eating quality of cakes made from it are familiar to you all.

If the production of a good cake batter emulsion were all that was needed to make the perfect cake, emulsifier research could have stopped right there. However, few bakers seem satisfied that they are making the perfect cake, and even those who think their cakes are just right would like to turn them out faster or easier, or less expensively. And so research goes on.

One of the weaknesses of the mono and diglyceride emulsifiers is that they hold down the volume of a cake batter. In other words, one cannot stir in air bubbles as fast.

Some other emulsifiers, however, serve as good whipping agents and build up the volume of the batter very rapidly. The polyoxyethylene sorbitan esters have this characteristic, and since they have been so

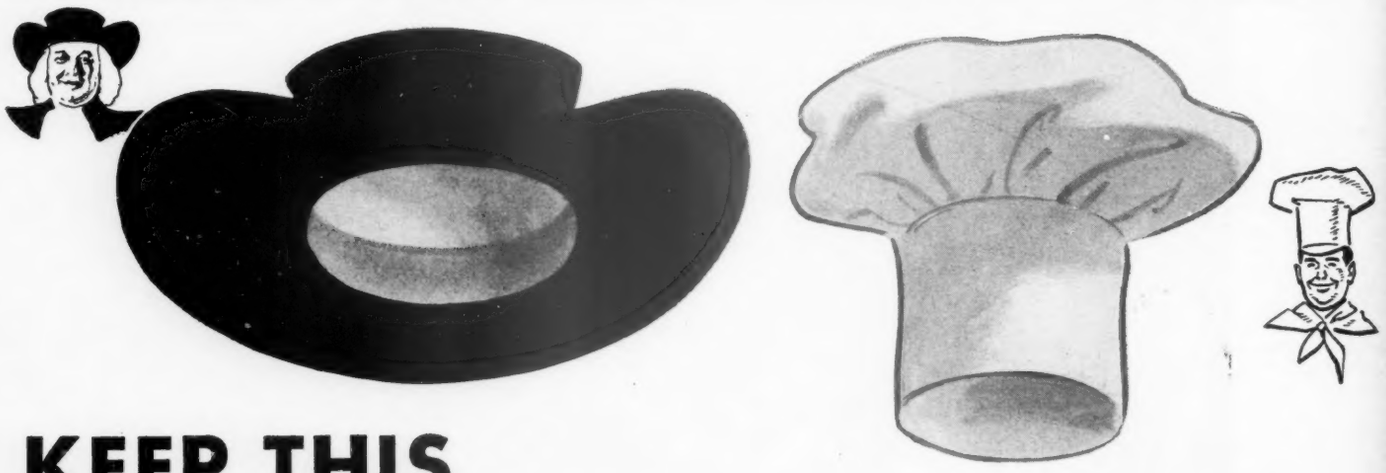
(Turn to EMULSIFIERS, page 38)

When Buying Cake Emulsifiers Ask Yourself

1. Does it produce glossy batters? If it does not, it is not dispersing the shortening well enough.
2. Does it have whipping power? If not, you will fail to get as good cake volume.
3. Does it impart good stability to the batter? If not, the batter has not been emulsified properly.
4. Does it make a fine grained, uniform cell size and extra good volume cake? If not, you are wasting your money.
5. Does it produce a nice, tender-eating cake with no off flavors or odors? If not, it is a poorly made material.
6. Does the cake containing it have much better shelf life than others? The better emulsifiers make cakes with exceptional keeping qualities.

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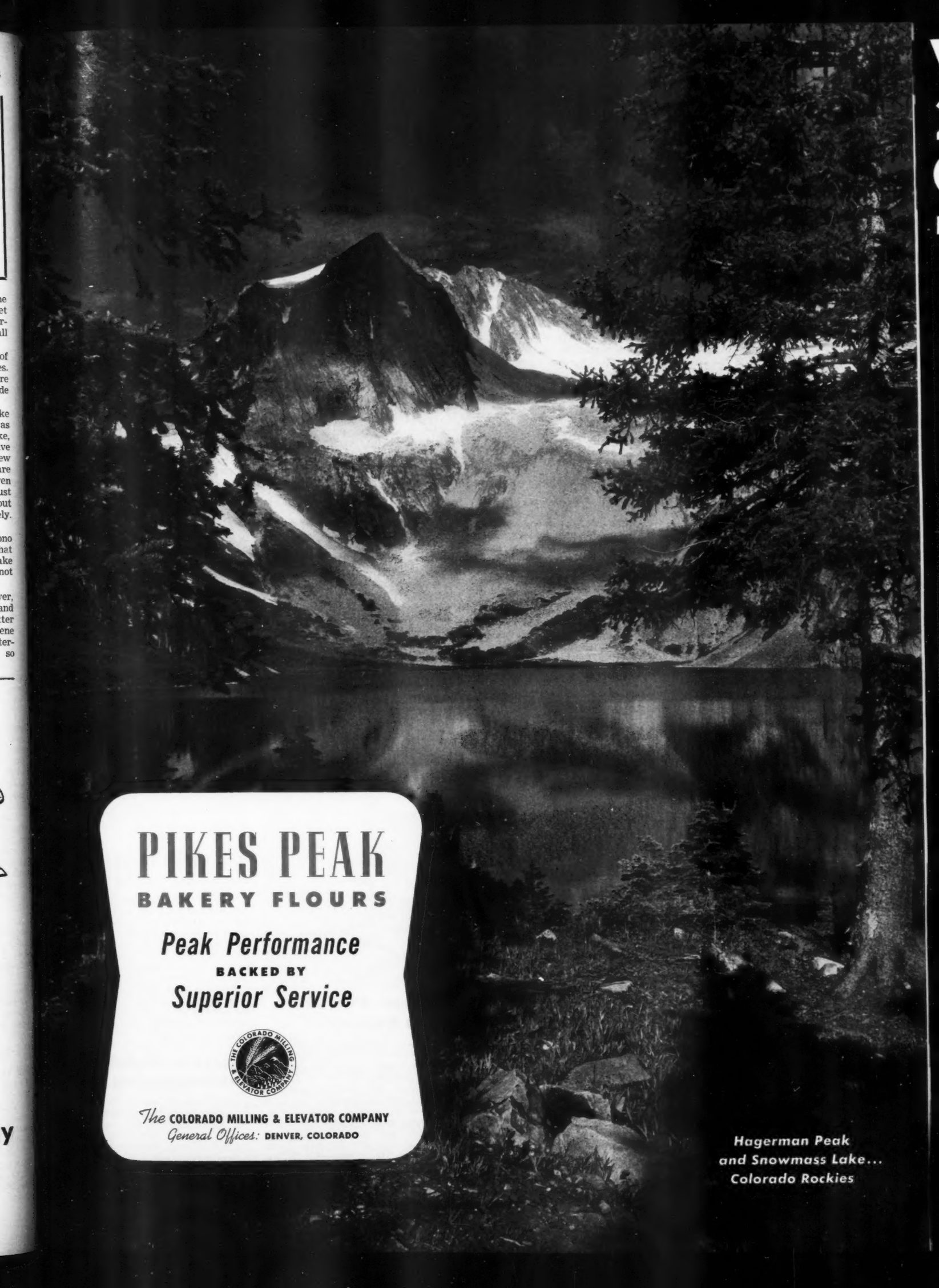
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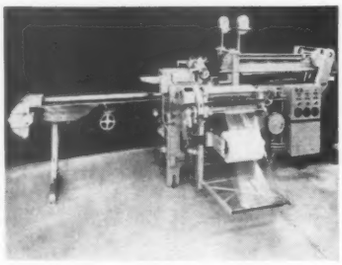
"Conolex" is Continental Can Co.'s trademark for extruded linear polyethylene film, a packaging material for which, its manufacturers say, the baking industry presents one of the best potential markets. Being linear —with a close packed crystalline molecular structure—"Conolex" is claimed to have greater barrier properties for moisture, oxygen, grease and oil than conventional polyethylene or most grades of cellophane. For more information, make a check mark before No. 4149 on the coupon elsewhere on these pages, clip the coupon and mail it to this publication.

No. 4150—Compact Pneumatic Control

For temperature or pressure control, a new indicating controller, called the USG "Pilot," is now in volume production at the U.S. gauge division of American Machine and Metals, Inc. The unit is designed to meet industry's needs for a compact, low-cost pneumatic controller. For process variables such as liquid level, differential pressure or flow, specific gravity, mechanical motion, force or tension, U.S. gauge provides its design services in adaption of the controller. Basically, the unit can be used to measure and control any variable which can be translated into rotary or linear motion. For details, check No. 4150 and mail the coupon.

No. 4151—Bakers Depanning Compound

A new cake depanning compound which may also be used for the release of other baked foods has been developed especially for the retail trade by the Max Ams Co. Known as "Cakeze," the new pan grease will be packaged in 40 lb. pails for retail bakers and other bakeries in hotels, restaurants, hospitals, cafeterias and institutions. "Cakeze" is said to give immediate release without crippling, carbonization of pans or off-odor to finished products. The release agent is easily applied by hand and requires minimum storage space. Pre-mixing or other advance preparations are not necessary. For details, check No. 4151 and mail coupon to this publication.

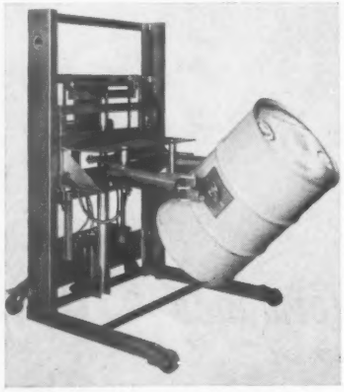


No. 4147—Speedy Wrapping Machine

A wrapping machine for "weld-sealing" unsupported polyethylene and other soft plastic films in speeds up to 75 packages a min. has been developed by Battle Creek Packaging Machines, Inc. The machine is the result of a three-year research and development program, and can be furnished with either end or underneath fold and a variety of attachments. Check No. 4147 and mail the coupon to this magazine and details will be sent.

No. 4152—Freezer, Refrigerator Unit

Victory Metal Mfg. Corp. has introduced a stainless steel, dual temperature self-contained refrigerator. It features a 16 cu. ft. normal temperature refrigerator and a 16 cu. ft. freezer with interchangeable interiors adjustable on one-inch centers to take any combination of bakers pan slides or stationary or pull-out shelves and refrigerated drawers. Interior accessories can be changed in minutes without tools. Of 100% all-metal construction, the unit is automatically self-defrosting. It has a sanitary wipe-out bottom, automatic interior lighting, built-in cylinder locks and heavy die-cast handles on all doors. Details will be furnished; check No. 4152 on the coupon and mail to this magazine.

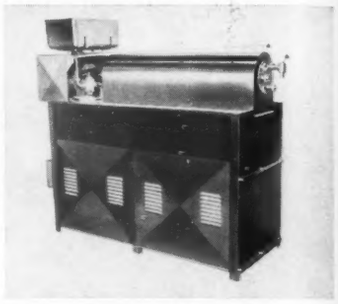


No. 4148—Portable Drum Dumper

A portable dumping lifter for handling drums and other cylindrical objects has been introduced by the special products division of Colson Corp. With 360° rotation and 90° tilt, this unit is designed to solve problems in handling of drums in the baking industry. This model can grab, lift and dump drums of up to 55 gal. and will lift rolls of up to 1,000 lb. It is especially suited for unloading from trucks and double and triple-decking for storage. It will carry objects to processing, dump their contents and return the container to storage for other disposition. Details are available, mark No. 4148 and mail the coupon to this magazine.

No. 4153—Dough Conditioner

R. T. Vanderbilt Co., Inc., is now distributing Do-Con, a pre-scaled dough conditioner is soluble envelopes. The distributors claim that Do-Con will afford greater simplicity, less handling and storage over bulk dough conditioners in addition to giving equal performance. The conditioner is reportedly a powerful, but safe, stable oxidizing type for drier machining of yeast raised doughs. Do-Con comes in standard 18 lb. containers. For details, check No. 4153 on the coupon and mail to this publication.



No. 4155—Liquid Converter

A Crown plasticizing machine that converts liquid hydrogenated vegetable oil to solid shortening at a rate of 600 to 800 pounds an hour is now available through Flow Equipment Corp., liquid automation equipment contractors. The new unit operates with freon and eliminates the use of a brine tank and nitrogen blanket. Constructed of stainless steel externally as well as internally, the plasticizer meets sanitary codes. It is capable of producing emulsified or bakers' margarine as well as solid shortening through addition of the proper ingredients. Actual size is 63-in. high, 68-in. long and 27-in. wide.

Complete information is available on request. Simply mail the coupon, requesting No. 4155.

No. 4154—Booklet On Sweeteners

A new 12-page booklet, "Corn Sweeteners for Frozen Desserts," is offered by Corn Products Sales Co. Attractively printed in two colors, with full color cover, the booklet is intended as a guide to the effective use of corn sweeteners. While prepared especially for producers of ice cream much of the information it contains is of interest to bakers and other food processors. Just marking No. 4154 and mailing the coupon will bring the booklet.

No. 4156—Build Salt Dispensing Bin

Morton Salt Co. has available a four-page folder with diagrams showing in detail how to construct a sanitary storage and dispensing bin for bakers' salt. The bin is designed to use bottom salt first, eliminating accumulations of old salt with foreign materials. Constructed of stainless steel, the bin can be quickly washed

Send me information on the items marked:

- ☐ 4147—Wrapping Machine
- ☐ 4148—Portable Drum
- ☐ 4149—Wrapping Film
- ☐ 4150—Pneumatic Control
- ☐ 4151—Depanning Compound
- ☐ 4152—Freezer
- ☐ 4153—Conditioner
- ☐ 4154—Sweetener
- ☐ 4155—Converter
- ☐ 4156—Salt Bin
- ☐ 4157—Handling Systems
- ☐ 4158—Thickener
- ☐ 4159—Splicer
- ☐ 4160—Cake Dummies
- ☐ 4162—Mixer-Pump
- ☐ 4163—Paint Tips

Others (list numbers) .....

NAME .....

COMPANY .....

ADDRESS .....

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and sterilized. When fully loaded, the gate end tips upward. Salt can be loosened for free flowing by simply pushing the gate end down against the breaking or jolting bar. The bin may be tipped back easily and blocked, lowering the height at which new bags must be lifted during loading. The pamphlet also includes a full page of handy instructions on proper storage of salt. For copies of this bulletin, mark No. 4156 and mail coupon to this magazine.

No. 4157—Pneumatic Handling Systems

The three basic pneumatic handling systems for safe, sanitary and speedy moving of dry bulk materials are illustrated in a new bulletin now available from The Fuller Co. This eight page bulletin, reprinted from a technical report, includes block diagrams depicting the relationship of equipment components for straight vacuum, straight pressure and combination pull-push pneumatic handling systems. Text material offers case histories of installation, capacities, efficiency and economy in representative industries. Five photographs show various pieces of equipment, including a two-way gate, a remote control panel, a receiving filter, an exhaust blower and a dust collector. Also included is a table of typical materials conveyed in pneumatic handling systems. Check No. 4157 and mail the coupon.

No. 4158—Thickener For Pie Fillings

An improved thickener said to offer exceptional stability, neutral taste and excellent clarity is now available to food processors from National Starch Products, Inc. Marketed as Col-Flo 67, the new corn starch material is especially suitable for prepared pie fillings. Col-Flo 67 is an improved and modified version of National's standard Col-Flo. The new material, manufactured by a unique process which permits close control of inherent properties, does not retrograde and is heavy in body. Virtually tasteless, Col-Flo 67 does not alter or influence the taste of any food product into which it is incorporated, say the manufacturers. Mailing the coupon and requesting No. 4158 will bring additional information.

No. 4159—Splicer Speeds Wrapping

A fully automatic web splicer has been developed by Butler Automatic Machine, Inc., at the request of high volume packagers to eliminate downtime due to roll changes. This unit integrates with overwrap machines and splices a new roll of wrapping material to the used roll at the last full printed panel automatically in registration, without an operator and without stopping the wrapping machine. Check No. 4159 on the coupon, if interested, and mail it to this publication. Details will be forwarded.

No. 4160—Washable Cake Dummies

Glo-Brite Products, Inc., manufactures washable styrofoam plastic cake dummies for bakers. The sugar-like surface of the plastic can be iced for display, used, then washed and re-iced for a fresh, new display. The dummies come in tiers which can be separated to change the shapes for varied types of cakes. For further information, send for No. 4160, mailing the coupon to this publication.

No. 4162—Portable Mixer-Pump

A portable industrial mixer and pump is now in production by Led Ballast, Inc. The unit will pump all types of fine powders, such as flour, baking soda and starch. It will also mix and pump fluid materials such as heavy slurries. The pump operates on a source of air pressure and has no working parts to wear out. Built in two sizes, it provides the No. 100 model with a material capacity of 2 cu. ft. and the No. 600 which has a capacity of 8 cu. ft. No auxiliary blowers are necessary. The pump is said to operate on 10 to 30 lb. minimum air pressure to as high as 35 lb. It has a semi-continuous cycle with non-pulsating pressure and delivery. The average rate of flow of most powdered materials through the pump is 100 lb. a min. For details, check off No. 4162 and mail the coupon to this magazine.

No. 4163—Paint Removal Tips

Four methods of removing paint are described in a new booklet published by Oakite Products, Inc. The booklet first describes 12 different paint stripping compounds. It then discusses the Oakite Hot-Flow-On method of stripping, consisting of flowing stripping solution through a perforated pipe rake or shower-head. The second method discussed is tank immersion, in which the part to be stripped is soaked in a tank of stripping solution. Third is the steam gun method in which steam is combined with the stripper and flowed on the surface through a steam gun. Brushing is the fourth method; stripper is brushed on, allowed to soak and rinsed off. When mailing the coupon, request No. 4163.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 4097—Baking package promotion, Messing and Pechter Bakeries, Inc.

No. 4098—Roll-type dough cutter, Allen Sales Co.

No. 4099—Bag packer, Errich International Corp.

No. 4100—Vertical dough mixer, Triumph Co.

No. 4101—Flour cleaning machine, Advance Flour Machine Co.

No. 4102—Display refrigerator, Foster Refrigerator Corp.

No. 4103—Muffin frame, Chicago Metallic Manufacturing Co.

No. 4104—Display rack, J. B. Dove & Sons, Inc.

No. 4105—Vacuum hose, Durkee-Atwood Co.

No. 4106—Conveyor apron, Robert A. Main & Sons, Inc.

No. 4107—Mixer bulletin, J. H. Day Co.

No. 4108—Freezer units, Nor-Lake, Inc.

No. 4109 — Enrobing attachments for cakes and doughnuts, Basic Foods Sales Corp.

No. 4110—Rings for special cakes, Marlin Toy Co.

No. 4111—Pan coater, J. H. Day Co.

No. 4112—Article on flour weighing, Richardson Scale Co.

No. 4113—Wire storage basket, Crescent Metal Products, Inc.

No. 4114—Horizontal mixer, Rapids Machinery Co.

No. 4115—Corn products booklet, Corn Industries Research Foundation, Inc.

No. 4116—New refrigerator, Foster Refrigerator Corp.

No. 4117—Baked foods rack, Mid-West Metallic Products, Inc.

No. 4118—Two-way display case, Lern, Inc.

No. 4119—Improved turntable, Rapids-Standard Co., Inc.

No. 4120—Indoor steam cleaner, Automatic Steam Products Corp.

No. 4121—Floor cleaning machines, Premier Co.

No. 4122—Imprinting attachment, Adolph Gottscho, Inc.

No. 4123—Soluble gums booklet, Dow Chemical Co.

No. 4124—Pamphlet on bread cooler, Read Standard Division of Capitol Products Corp.

No. 4125—Labels for end wraps, Pollock Paper Corp.

No. 4126—Foil-wrapped bread.

No. 4127—Faster sign painting, Morgan Sign Machine Co.

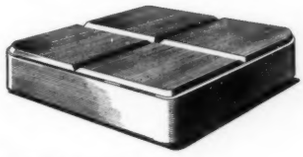
No. 4128—Bread pan greaser, Mallet & Co., Inc.

All Grades
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1000 cwts. Flour—250 cwts. Meal
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Exceptional Bakery Flours
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Enrichment assured when SQUARE wafers are used as directed.	Complete disintegration in agitated water in yeast emulsifier.	Flour-fine particles insure even distribution throughout each loaf.	SQUARE wafers give you thousands of particles, longer suspension.	Wafers break clean into halves and quarters, for odd-sized doughs.

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VITAMIN DIVISION • **HOFFMANN-LA ROCHE INC.** • NUTLEY 10, NEW JERSEY

EMULSIFIERS

(Continued from page 34)

thoroughly tested for safety, are quite generally used wherever a whipping agent is desirable. These emulsifiers work better when dispersed in water than when dissolved in shortening, and are generally used as white, water and ester pastes which are added to a batter as a separate ingredient. Changes in formula are not required by their use, but some change in mixing procedure is usually beneficial. For instance, all the dry ingredients and the emulsifier may be mixed with just enough liquid to break up the lumps, then the rest of the liquid is added and the mass beaten to a specific gravity of around .70. Then the eggs are added and just beaten to a homogeneous mixture. Such a procedure is simple and time-saving and produces a smooth, glossy, light batter which will result in a fine grained, tender cake of excellent volume, eating quality, and shelf-life.

Specific Gravity

At this point I would like to digress and put in a good word for specific gravity. The specific gravity of a batter is simply the ratio of the weight of a given volume of batter to the weight of the same volume of water. If it is 1.0, the batter weighs as much as the water. If it is .50, the batter weighs one-half as much, and so forth. You will produce much more uniform cakes in your bakery if you will mix your batters to a certain specific gravity than if you mix them a certain number of minutes. If your plant is not already using specific gravity to determine when each batch of cake batter is properly mixed, look into it. You will be amazed at the improvement it will make in the uniformity of your cake production.

Another interesting development in cake technology has been the development of cakes made with liquid oils instead of shortening. Of course, we have always been able to add oil to a sponge batter or to make a chiffon type cake if we took enough pains in its preparation, but oil in other types just would not cream up light enough to make a light cake. The advent of the whipping type emulsifier, however, gave us the tool to lick the problem. With this type of emulsifier in the formula everything but the shortening is whipped up at once and the oil or liquid shortening streamed in at the end. Pound cakes, layers, loaves and all such types then come out with fine uniform grain, excellent volume, a somewhat different eating quality which consumers seem to like, and a wonderful keeping quality which both bakers and consumers appreciate.

The trend toward bulk handling of cake ingredients and the recent interest in the nutritional value of vegetable oils will undoubtedly generate much more research on this type of cake, and you will do well to keep abreast of developments as they are announced.

Those of you with the larger cake plants are probably using or considering continuous cake mixers. These are often sold with an extra dividend because they are claimed to do the same job as emulsifiers and thus eliminate one expensive ingredient. There is no doubt that continuous cake mixers will whip a batter to any lightness desired just by turning the proper valves, but they cannot affect the surface tension of the fat and liquids in the batter, and a few tests will generally demonstrate that the addition of a little emulsifier will make a better eating and keeping cake than one without it. My own experience has been that one, two, or even three per cent (flour basis) of a good whipping emulsifier in the formula will more than pay its way in improved eating and keeping quality.

The whipping emulsifiers also fit in very nicely for sponge cakes and jelly rolls. In this case, there is no fat to emulsify, but the whipping power of whole eggs does need fortification and the use of a few percents of whipping emulsifier permits you to use a one-stage mix. Just dump everything in the formula into the mixing bowl and whip it up to a specific gravity of about .50. The cake produced will have excellent volume with a fine uniform grain and more tender eating quality than conventional hot sponges. These cakes keep exceptionally well and make a nice new line since they are quite different than either conventional sponges or shortening cakes.

Still other types of emulsifiers available for cake work are the diacetyl tartaric acid and the lactyl esters of the monoglycerides. Each has some strong point as claimed by its manufacturer, but the controlling factor as far as the baker goes is whether it makes the kind of cake that his customers like best. Survey the field to your heart's content, but make your selection on the basis of performance rather than price if you really want your money's worth.

Inverts are no strangers to cake batters either, since the first cakes were undoubtedly made with honey, and honey is a mixture of invert sugars. Modern cake technology uses inverts such as glucose, invert syrups, and mixtures of these to improve the moisture retaining properties of cakes and thus improve their eating and keeping properties. Sorbitol and glycerine also fit in the same category as the inverts and you will often find that a mixture of several of these adjuncts will produce results unobtainable with any one alone. The best general rule of thumb to follow that I know is to replace 15% of the granulated sugar in your formula with 5% glucose, 5% invert syrup and 5% sorbitol. The replacement will often show you what you can expect from these types of ingredients. Look for a moister crumb, darker crust color, and better keeping quality.

If this ratio produces a darker crust color than you like, increase the sorbitol and decrease the invert syrup, since sorbitol does not produce a darker crust color but still has the humectant quality you are looking for.

Technical Reasons

The technical reasons for using such products are rather straightforward and uncomplicated. Mixtures of inverts and granulated sugar do not crystallize as readily and, therefore, stay soft longer. Then, too, the humectant or water holding capacity of inverts is well known, and anything that keeps a bakery product from drying out will naturally keep it soft and palatable longer.

Buttercreams and other icings containing fat are emulsions, too, and, therefore, usually respond to the addition of emulsifiers. Emulsifying type shortenings are quite generally used in buttercreams because the monoglyceride emulsifier in them reduces surface tensions and allows the liquids used to be more intimately dispersed in the shortening. This results in a smoother, glossier icing that will stand up longer under storage.

Emulsifiers with whipping properties have a more limited use in buttercreams since one is generally not looking for a light, fluffy product. However, they are the ready answer when one does want to increase icing volume quickly.

Although emulsifiers do contribute to icing stability, they have an entirely different mode of action than the vegetable gum type stabilizers and should not be expected to replace them.

The use of inverts in buttercreams is well known and the properties which they impart are much the same as those listed for cakes. Considerable care must be exercised in using them, however, as they tend to make icings sticky. Levels of 5 or 10% of the total sugar will keep an icing from drying out so fast, make it softer and more flexible, and give it a better gloss. Candy and icing really belong to the same class of foods, so their technology is much the same. The candy manufacturer knows that a mixture of several different types of sugars will not crystallize out as fast as simple mixtures of two or more. He uses complex blends of sugars to get the creamy smooth, soft fillings his customers want and we will do well to follow his example.

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1. Choose from 10 different varieties. This is the widest selection in the field . . . meets *every* enrichment need with minimum cost and maximum accuracy.

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ENRICHMENT IS OUR BUSINESS



TRUSTEES MEET—Pictured are trustees of the Southern Bakers Association University Fund, Inc., whose organization has provided nearly $100,000 for scholarships and laboratory equipment for the baking science and management school at Florida State University since the school was established in 1950. The four-year course at FSU is the only one in the U.S. offering a degree in baking science and management. Trustees are hoping that bakers and allied firms will cooperate to provide a record enrollment when the new term begins in September. Trustees are, left to right, E. J. Derst, Jr., Derst Baking Co., Savannah, Ga.; Benson L. Skelton, president of the Southern Bakers Assn., Inc. and secretary of SBA University Fund, Inc., Atlanta, Ga.; J. Roy Smith, Smith's Bakery, Inc., Mobile, Ala.; Sanford V. Epps, president of H. H. Claussen's Sons, Inc., Augusta, Ga. and chairman of the board of trustees; G. G. Grant, American Bakeries Co., Atlanta, Ga., and Thomas F. Smith, Anheuser-Busch, Inc., Atlanta, Ga. Those interested in enrolling should contact Dr. L. A. Rumsey, director of the school, or Charles Walker, registrar at FSU, Tallahassee, Fla.

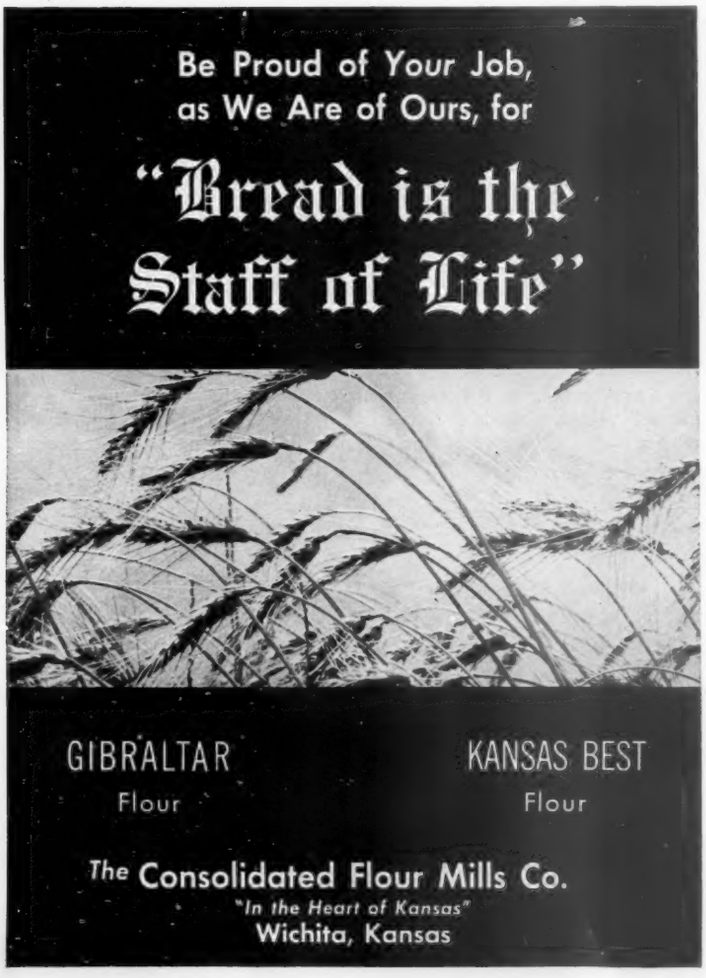
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Milled Under Laboratory Control
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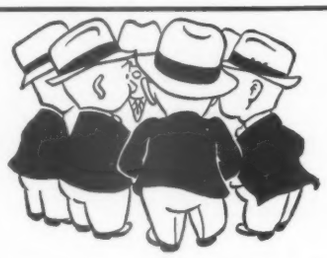
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Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
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Elected President

LOS ANGELES — Anne K. Carr, assistant to the advertising manager of Interstate Bakeries Corp., was recently elected president of Los Angeles Advertising Women's Club for a term of one year.

Positions held by Miss Carr since joining Interstate in 1944 include assistant office manager at the Kansas City bread plant and cost control clerk at the Los Angeles division office. She has served at her present position in Los Angeles since 1951.





TRADE PULSE

● **Paul Hudson,** manager of engineering for C. J. Patterson Co. the past five years, has been named director of manufacturing, **Robert M. Patterson,** president, has announced. In his new post, Mr. Hudson will direct production, engineering and technical departments of the company's 14 bakeries. He succeeds **Henry Weiche,** who has taken over management of the Patterson Co.'s Phoenix, Ariz., operations. A native of Topeka, Mr. Hudson attended Kansas State College and was graduated as a mechanical engineer. As manager of engineering, he was in a large measure responsible for the design, construction and equipping of two new plants opened by the company this year at Phoenix and Chattanooga, Tenn.



Paul Hudson

● **M. E. Peck** has been elected executive vice president of National Laboratories, Inc., subsidiary of Lehn & Fink Products Corp., it was announced by **Lisle C. Van Nest,** president of National Laboratories.

● **Stanley G. Ellis,** assistant to the sales manager of the bakery packaging division of Marathon, a division of American Can Co., has been elected chairman of the steering committee of the Waxed Paper Merchandising Council.

● The appointment of **Cary A. Marshall** as controller of Van de Kamp's Holland Dutch Bakers has been announced by **L. H. Fortin,** president. A graduate of the University of Southern California's College of Commerce, Mr. Marshall has been general office manager for two years. Active in business organizations, he is past director of the National Association of Accountants and served on the board of directors of the Los Angeles Junior Chamber of Commerce.

● **Theodore F. Freed,** vice president of Capitol Products Corp. and divisional operations manager of its Read Standard Division, completed 40 years of company service in June. Mr. Freed is also president of the Bakery Equipment Manufacturers Assn. Since his initial start with Read Standard in 1918 as a draftsman, he has developed a background of industrial engineering and manufacturing experience used to advantage in developing equipment for the bakery and chemical processing industries. He was named chief engineer in 1927 and vice president in charge of sales three years later. He was vice president and treasurer from 1934 to 1945, executive vice president in 1945, and vice president and general manager of Read Standard's main plant in York, Pa., in charge of the bakery-chemical equipment division in 1947, a position he still holds. He is a member of the American Society of Bakery Engineers, the Bakers Club of Chicago and the Allied Trades of the Baking Industry.



Theodore F. Freed

● **William J. Scarlett** has been named general manager of Lee Metal Products Co., Inc., it has been announced by **J. Munson Lee,** president. Mr. Scarlett succeeds **George H. Tay, Sr.,** vice president and general manager since Lee Metal Products was founded in 1928. Mr. Tay is retiring from active duty due to ill health, however he will retain his title of vice president and will be available as a consultant. Mr. Scarlett was formerly associated with Wallace & Tiernan Inc.

● Two sales executives have been promoted by Corn Products Sales Co. to provide increased service for the company's growing southern markets. **Fred C. Hassman, Jr.,** has been named to the newly-created position of assistant southern division manager. **Clifford M. Jennewein** replaces him as manager of the Memphis branch office, according to **A. N. McFarlane,** president.

● **James L. Lothian** was recently appointed copy chief at Quality Bakers of America Cooperative, Inc., New York. Mr. Lothian was previously associated with the Los Angeles office of Atherton, Mogge, Privett, where he was copy director from 1954 to 1958, and Erwin, Wasey & Co. where he was a writer from 1950 to 1954.

● **Udell C. Young,** a vice president of General Foods Corp., has been elected to the board of directors of Arnold Bakers, Inc., Port Chester, N.Y.

● **Frank W. Julsen,** Chicago adver-

WOLCOTT & LINCOLN, Inc.
GRAIN MERCHANTS
Operating:
Chicago Great Western Elevator
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You can make better bread with
SUNNY KANSAS Flour
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PRECISION-MILLED FLOURS

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

Which kinds of bakeries can change most profitably to dry yeast?

The larger your operation, the more money you can expect to save by changing to dry yeast. That's a broad statement, but it is backed by some thought-provoking facts.

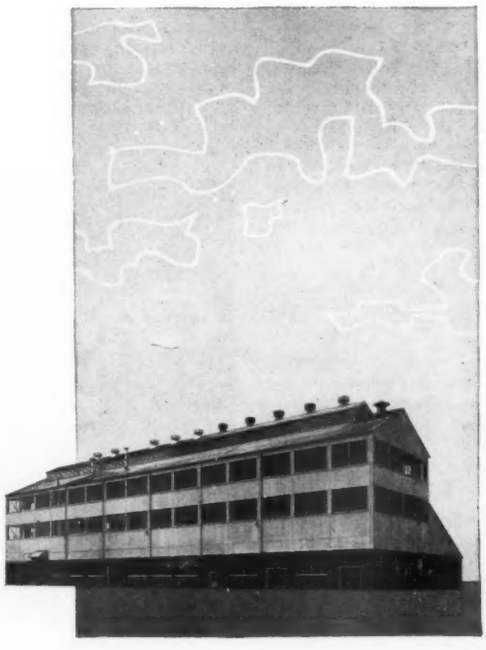
Take automation, for example. Many wholesale bakeries are continuing to invest in automatic equipment to reduce production costs, increase profit per unit. And now costs can be cut even further through automatic yeast handling, which is relatively inexpensive.

Red Star Dry Yeast is made-to-order for automation. It is granular, so it can be conveyed by gravity, or mechanically. The granular form also means that it can be quickly and accurately measured by machine.

By cutting handling costs and by reducing the chances for human error, Red Star Dry Yeast offers very important economies to any large bakery.

Many bakeries which have converted from compressed to Red Star Dry Yeast report these advantages: drier doughs with improved machinability . . . more uniform pan flow, producing symmetrical loaves with fewer cripples . . . improved crust color, texture and crumb.

All of our information suggests that the trend toward dry yeast is accelerating. If you are now committed to some degree of automation, this is certainly the time to check the advantages of using Red Star Dry Yeast. Write our Bakery Division for detailed information. No obligation, of course.



America's first plant for exclusive dry yeast production, built by Red Star at Belle Chasse, Louisiana. Watch your technical and trade publications for news of important new developments now under way in the dry yeast field. Red Star leads the industry in sales of dry yeast to bakeries, and is already years ahead in practical experience.

RED STAR YEAST & PRODUCTS CO. Milwaukee 1, Wisconsin

Makers of Active Dry Yeast, Compressed Yeast, Star-zyme Tablets, Yeast Food, Baking Powder, Cream, Enrichment Tablets, Inactive Dry Yeast, Torula Yeast.

QUICK RISING ®

tising executive, has been named corn division advertising manager of the A. E. Staley Mfg. Co., Decatur, Ill.

● **Peter Dohm** has been named factory representative and divisional manager for Middleby-Marshall Oven Co., Chicago, for the state of Florida, and is located in North Miami.

● **Frank Greenwall** has been elected chairman of the board and chief executive officer of National Starch Products, Inc. Mr. Greenwall has served as president of the company since 1938 and will be succeeded in this position by **Donald D. Pascal.**

● **Walter Mason** has become president of the Sta-Kleen Bakery, Inc., Lynchburg, Va. He succeeds the late Claude O. Skelton. **John J. Lee** has become vice president; **A. E. Huff**, vice president and treasurer; and **Joseph E. Gorman** is secretary.

● **Erwin M. Tiemeyer,** Plantation Heights, Ky., has been named division sales manager and Cincinnati division sales manager of the Blue Bird Baking Co. of Dayton, Ohio. Mr. Tiemeyer was account executive for William F. Holland Associates.

● **Wade L. Glassburn,** manager of Serv-Us Bakers of Phoenix, Ariz., has resigned to become general manager of the Cottage Baking Co., Inc., Hayward, Cal.

● **Ross Bartlett,** former assistant sales mgr. for Van de Kamp's Holland Dutch Bakers, Los Angeles area, recently transferred to Seattle, where he is now assistant general manager.

● **Harvey A. Hahm** has been appointed manager and director of sales of Robert A. Johnston Co.'s chocolate and cocoa division, succeeding the late Fred W. Drenk. Mr. Hahm's successor as sales manager of the division will be **J. L. Hammons,** for many years a salesman with the firm and assistant sales manager since 1956. Mr. Hahm joined the company in 1933. He became sales manager of the division in 1955.

● **Earl E. Murray** has been named manager of the South Bend Tip-Top Bakery, according to **Arnold Jackson,** president of Ward Baking Co. He succeeds **Louis Metallo,** who has been named manager of Ward's Syracuse, N.Y., bakery. Mr. Murray joined Ward Baking in Chicago in 1933.

● **Charles Weber** has been promoted to Michigan sales manager of Hoyler & Baur, Inc., it was announced by **John Woodworth,** Wausau, Wis., vice president of the 75-year-old bakery firm. Mr. Weber, a 20-year veteran of the baking business, will supervise the 15 salesmen distributing Northland bakery products to stores and restaurants in the Upper Peninsula in Michigan.

Tri-State Bakers Announce Dates For Convention; Review Activities

NEW ORLEANS—The 25th annual convention of the Tri-State Bakers Assn. will be held at the Monteleone Hotel here Feb. 1, 2 and 3 of next year, according to an announcement by William L. Wolf, Wolf's Bakery, Inc., Lafayette, La., president of the association.

In addition to making the announcement about the 1959 convention, at the same steering committee meeting Mr. Wolf reviewed the activities of the Tri-State group for 1958 to date. He called the attention of the committee to two area meetings held recently in Alexandria, La., and Jackson, Miss., for wholesale and retail bakers.

Mr. Wolf reviewed for the committee a recent meeting in Shreveport, La., of retail bakers from several states, at which time this group accepted an invitation to merge with the Tri-State Bakers Assn., operating through the retail division of this group, under the leadership of Richard T. Parris, operator of The Pastry Shop in West Monroe, La., retail division president.

Mr. Wolf was commended by steering committee members for his efforts in behalf of retailers. Plans are under way to hold a meeting and demonstration for retailers in some central Louisiana city in early October, Mr. Wolf reported.

N. F. DeSalvo, DeSalvo Bakeries, Harvey, La., retail division chairman, told of the many association activities supporting or opposing legislation, as the case may be, in the interest of the industry. He pointed out that there had been a good deal of activity in the association, since the Louisiana legislature was in session, and likewise with reference to legislation in Washington.

Andreas F. Reising, Sunrise Bakery, Inc., New Orleans, president of the American Society of Bakery Engineers, reported on his activities as chairman of the Tri-State committee to "Keep the Records Straight," referring to a demonstration of kitchen type mechanical equipment held in connection with the New Orleans home show, in which professional demonstrators reportedly made untrue and misleading statements concerning white flour to the consuming public.

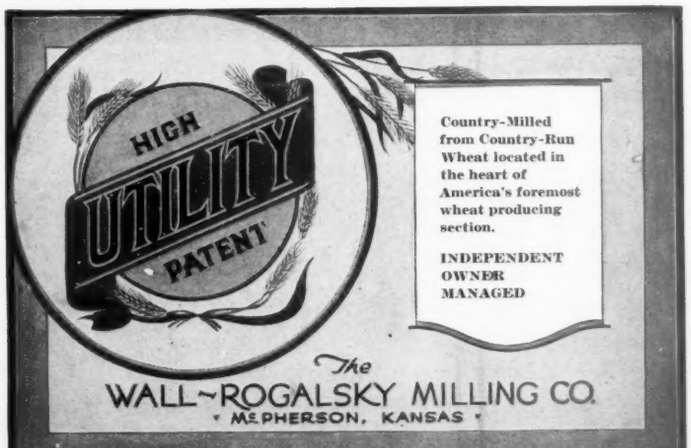
Considerable time and effort were spent to stop these statements, Mr. Reising reported. This was finally achieved, but only after contacts with numerous organizations, including the Better Business Bureau, The American Bakers Assn. and the American Medical Assn., he concluded.

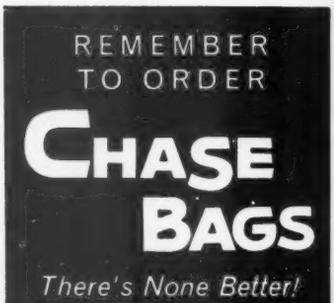
Mr. Wolf announced that, in addition to the retailers meeting planned for early October, one or two area meetings for wholesalers and retailers would be held, plus an enlarged board of governors meeting all before the end of the year.

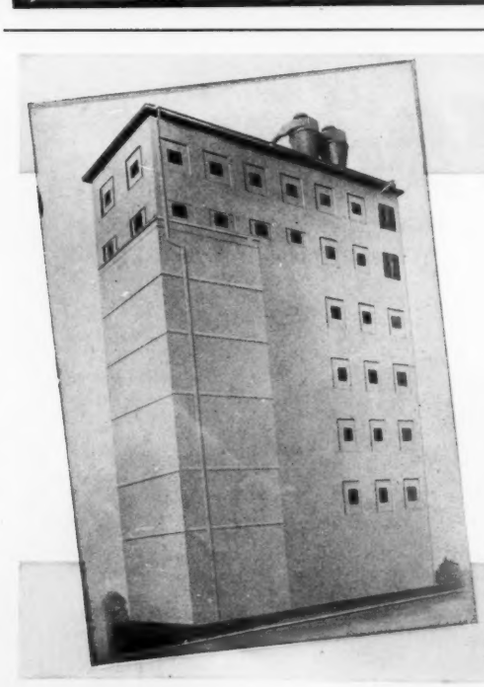
Officers Named

Other officers of the group are: Charles A. Maggio, Tasty Baking Co., Baton Rouge, La., chairman of the board; R. N. Morton, Colonial Baking Co., Jackson, Miss., vice president for Mississippi; Melvin C. Hebert, Calcasieu Baking Co., Lake Charles, La., vice president for Louisiana; Thomas Stevens, Home Baking Co., Birmingham, Ala., vice president for Alabama, and Sidney Baudier, Jr., New Orleans, secretary-treasurer.

In addition to Mr. Parris and Mr. DeSalvo, other retail officers are L. J. Long, L. J. Long's Bakery, New Orleans, vice president for Louisiana; Fred Pollman, Pollman's Bake Shop, Mobile, Ala., vice president for Alabama, and Louis Schweitzer, Schweitzer's Blue Ribbon Bakery, Hattiesburg, Miss., vice president for Mississippi.







TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

Bakery Equipment Manufacturers Elect Keith H. Redner President

NEW YORK — Keith H. Redner, vice president, Battle Creek Packaging Machines, Inc., Battle Creek, Mich., was unanimously elected president of the Bakery Equipment Manufacturers Assn. at the annual meeting held at the Key Biscayne Hotel, Key Biscayne, Miami, Fla., June 19-23.

Mr. Redner has long been active in the association's affairs, serving on many of its committees including the 1955 joint American Bakers Assn. and Bakery Equipment Manufacturers Assn. exposition committee and now serving on the 1961 joint exposition committee. He is a member of the Athelstan Club, Battle Creek Country Club, former president of the Battle Creek Blood Bank, and active in other community affairs.

T. F. Ronson, vice president of the Fred D. Pfening Co., Columbus, Ohio, was unanimously elected vice president of the association. He is a former chairman of the public relations and of the membership committees and is expected to continue on in the latter category. He is also a member of the joint 1961 Baking Industry Exposition committee.

Conrad W. Petersen, president of the Petersen Oven Co., Franklin Park, Ill., was elected a member of the board of directors. Mr. Petersen is active in association and community affairs and is also a member of the board of directors of the Baking Industry Sanitation Standards Committee.

The management problem seminar was under the direction of the committee's chairman, Edward H. Leedy, executive vice president of the Lockwood Manufacturing Co., Cincinnati, Ohio.

Fred D. Pfening, Jr., president of the Fred D. Pfening Co., Columbus, Ohio, conducted a seminar discussion on "Pitfalls to Avoid in Setting Up of a Combination Retirement and Profit Sharing Program."

Two films were featured in the public relations session conducted by chairman Ernest J. Roth, director of engineering of the Joe Lowe Corp., New York City, one being a picturization of the association's activities at its meetings held for the three previous years respectively at the Manior Richelieu, Murray Bay, Canada, at the Princess Hotel, Hamilton, Bermuda, and at the Broadmoor Hotel, Colorado Springs, Colo.; the other being a dramatic picturization relating to inflation, which was produced by the National Chamber of Commerce. Retiring president T. F. Freed, Read Standard Division of Capitol Products Corp., York, Pa., read the speech entitled "Everybody Knows" prepared by J. M. L. Joslin, vice president for industrial relations, York Corp., York, Pa., which was presented in conjunction with the showing of the film. Mr. Freed also expressed appreciation to Edmund Reilly, director of public relations of the Manufacturers Association of York for securing this film from the Chamber of Commerce of the U.S.

It was stated that four companies had joined the association during the past year: Bauer Machine Co., Inc., Mineola, L.I., New York; Crissey Co., Kansas City, Kansas; General American Transportation Corp., Chicago, Ill., and Industrial Air Conditioning Systems, Inc., Chicago, Ill., and that the association today is larger than ever before.

Conventions and exhibitions committee chairman J. U. Lemmon, Jr., Doughnut Corporation of America, New York City, reported on the successful convention and exhibition held in New York City, April 27-30, 1958, by the Associated Retail Bakers of America. Mr. Lemmon, who is also vice chairman of the ABA-BEMA 1961 Exposition Committee, discussed developments to date in the promotion of this next great industry trade show.

Technical committee of engineers chairman Carl W. Steinhauer, vice president of the Union Steel Products Co., Albion, Mich., reported that of considerable importance to the members of BEMA is the Safety Code for Bakery Equipment. It was stated that general chairman Frank J. Wirken had held a meeting recently in New York City, which was attended by the various product classification committee chairmen, and that the first draft of the new code was expected to be ready at the time of the next convention of the American Society of Bakery Engineers, which is scheduled to be held in Chicago the first week of March, 1959. Mr. Wirken is the director of safety and personnel of Interstate Bakeries Corp., Kansas City, Mo. Mr. Steinhauer also reported that three additional Baking Industry Sanitation Standards Committee standards were in the final editing stage and were expected to be published within the next 30 days. These are standards for:

1. Bread and Roll Slicers and Wrappers.
2. Mechanical Ovens.
3. Racks, Pan Trucks, Skids, Pallets, Dollies and Casters.

Standards Progressing

It was reported that sanitation standards for doughnut equipment and for emulsifiers and homogenizers would be submitted for consideration and approval at the next fall meeting of the committee scheduled to be held in Chicago, Oct. 24-25, 1958. Further, that work was progressing on the development of the bulk ingredient standards for flour, sweetening and edible fats; and these would be submitted for consideration at the forthcoming meeting. The development of other standards was also under way and would be reported on at a later date.

James R. Fay, president of the Champion Machinery Co., Joliet, Ill., as acting chairman of the resolutions committee, submitted a resolution, which was unanimously adopted, thanking Mr. Freed for his years of service to BEMA.

The full program of practical value was interspersed with informal get-togethers and entertainment features.

T. F. Freed praised and expressed appreciation to the chairmen and their committee members for their progressive and beneficial activities. He stated that in electing Mr. Redner as the new president of the association, an excellent choice had been made. Mr. Redner, in accepting the presidency, stated that "administering the affairs of the association is not a one-man job" and that "one and probably the most important purpose of any association is the bringing together of the principal executives of the member companies to become better acquainted with each other. By knowing and having a better understanding, a feeling of confidence and cooperative spirit is created. Mutual problems can be candidly discussed and industry matters realistically resolved."

Mr. Redner re-appointed the chairmen and members of the conventions and exhibitions committee and the technical committee of engineers, and asked that other committees continue to carry on until he had time to review and reconstitute.

The next meeting of the association will be held at the Hotel Sherman, Chicago, Ill., Oct. 26, 1958, immediately preceding the convention of the American Bakers Assn.

The association's next annual meeting is planned to be held about the third week in June, 1959. Several locations are now being considered and final determination will be announced later, Raymond J. Walter, executive secretary, announced.



W. W. Mueller



J. C. O'Dea

APPOINTMENTS — Two new appointments have been announced by the American Machine & Foundry Co. William W. Mueller has been appointed a sales representative in the Chicago regional sales office of the company's bakery machinery division, it was announced by William J. Borer, general sales manager. The sales territory to be covered by Mr. Mueller will include Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and the Upper Michigan Peninsula. Mr. Mueller was formerly with the Micro Corp. and was a service representative for the Machinery Service Corp. James C. O'Dea, sales representative with the Chicago regional sales office of the bakery machinery division, has been reassigned to the San Francisco regional sales office.

SALES GAINS MADE BY BAKERY STORES

WASHINGTON — Sales of bakery products stores in the U.S. for the first four months of 1958 amounted to $320 million, compared with $292 million in the first four months of last year. Sales for April of 1958 totaled $81 million, an increase over the $78 million reported for April of 1957, but a slight decline from March of 1958, when the figure was $82 million. Figures are from a retail trade report prepared by the Bureau of the Census of the U.S. Department of Commerce.

—BREAD IS THE STAFF OF LIFE—

Chicago Courtesy Club Plans Annual Outing

CHICAGO—The 28th annual outing of the Chicago Bakers Courtesy Club will be held at the River Forest Country Club Thursday, July 24.

All "ask me" men are invited. Luncheon will be served at 11:30 a.m. with golf and horse-shoe tournaments beginning at 1 p.m. Dinner is at 7:30 p.m. followed by card games and prize drawings.



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THE BAKE SHOP TroubleShooter

Shoo-Fly Pie

Would you please print a shoo-fly pie formula? H. C., Pa.

v v

I have your request for making shoo-fly pie. Here is one you may wish to try out.

SHOO-FLY PIES

Mix together:
5 lb. boiling water
7 lb. 8 oz. good grade molasses
2½ oz. soda
⅛ oz. cinnamon
1½ oz. salt

Allow to set until the foam is all off the top. Stir a number of times while cooling down.

The following is the formula for the crumbs or streusel:

Rub together:
18 lb. sugar
6 lb. shortening
3 lb. butter
4¼ oz. salt
37 lb. soft wheat flour

Make up a number of 9 in. pie shells and then start filling them with 5½ oz. syrup, 3 oz. crumbs, 3¼ oz. syrup and, last, 6½ oz. crumbs. This is done in four stages, so that the crumbs have time to soak up the juice. This pie can be made very successfully if you do not try to rush it. It should set at least 45 min. before going into the oven.

Bake at about 360-380° F.

Bread

For health purposes I am in need of "gluten free" bread and pastries, and have not been able to obtain a satisfactory recipe here. Would you be able to supply me with a recipe or formula for these products? U. D., Quebec.

v v

Regarding your request about gluten-free bread, here is a formula for 100% rye flour and one for a sponge cake made with starch instead of flour.

100% RYE BREAD
(Sponge)

2 qt. water
4 lb. white rye flour
4 oz. yeast
Temperature 76 to 78° F.
Time 3½ to 4 hrs.

Dough

2 qt. water
6 oz. salt
8 lb. white rye flour
6 oz. shortening
Temperature 80° F.

Take direct from mixer. Scale, round up, allow to stand for 5 min., then make up into round loaves. Give very short proof, approximately 10 min.

Wash top of loaf before placing in oven. Dock with a sharp spike or wooden stick once through the middle of the loaf.

Bake in oven temperature of 400° F. for approximately 1 hr.

Note: When mixing the sponge, mix only sufficiently so that the flours are incorporated with the water—to the consistency of a firm cupcake batter.

The dough should also be mixed on low speed and agitated as little as possible.

SPONGE CAKE
(Made with starch)

Beat until light:
3 lb. sugar
2 lb. eggs
½ oz. salt
Add gradually:
1 lb. milk
Vanilla to suit
Sift together:
2 lb. 8 oz. starch
½ oz. baking powder
Bake in layers at about 380° F.

Chocolate Cookies

I wou'd like a good chocolate chip stamp cookie formula, something on the order of that peanut butter stamp cookie of yours. H. M., Wis.

v v

Here is a good formula for a chocolate chip cookie using a stamp.

CHOCOLATE CHIP COOKIES

Cream together:
1 lb. 12 oz. powdered sugar
1 lb. 4 oz. brown sugar
1 lb. 4 oz. shortening
8 oz. butter
1 oz. salt
½ oz. soda
Vanilla to suit
Add gradually:
1 lb. whole eggs
Stir in:
8 oz. milk
Sift, add and mix in:
3 lb. 6 oz. bread flour
Then add:
4 lb. chocolate chips
1 lb. chopped pecans or walnuts
Bake at about 360° F.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

_____

_____

_____

_____

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(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

Butter Crust Bread

I am having trouble with my butter crust bread. It seems to have too much oven spring. The top splits, and the sides shrink. D. N., Wis.

v v

I would suggest that you replace three pounds of your flour with pastry flour, also increase the lard from 12 oz. to 1 lb. 2 oz. Another thing which may help is to cut the loaf of bread on the short proof side.

Invert Syrup

Would you please give us details about the product invert syrup and a suggestion as to how we can make it? C. T., Ariz.

v v

Invert syrup is a product made by converting cane or beet sugar by an acid in the presence of heat. It is used in cakes and icings because of its moisture retention value. It can be produced in the bakery but for uniformity it is better to purchase it from a commercial concern. It has a relative sweetening power of 102 against a rating of 100 by cane or beet sugar. When making invert syrup, the sugar (sucrose) is changed into two simple sugars, namely, levulose and dextrose by the action of the acid in the presence of heat. It will not readily crystallize. It is flavorless but, in some instances, bakers use it to replace honey. Here is a formula.

INVERT SYRUP

Bring to a boil:
100 lb. granulated sugar
30 lb. water
Dissolve and add:
2 oz. tartaric acid
3 lb. water

Allow to simmer for about 20 to 30 min. Then cool rapidly.

Note: If desired, neutralize the syrup with about 1½ oz. soda bicarbonate.

Bread Problem

We have been having trouble with our bread caving in. What is wrong, and can you advise us? C. M., Ohio.

v v

We find the following reasons for bread caving in: under baked, pans spaced too close together, extremely old dough, pans greased too heavily, oven bottom too cold, and over proofing.

There may be a possibility of uneven heat spots in the oven where bread is baked more than others, especially where only part of the bread caves in.

Streusel Topping

I have a recipe for streusel topping, but am not certain how the simple syrup should be mixed in. Please advise. E. T., Ill.

v v

Simple syrup for streusel topping should be mixed in the topping. This permits the streusel to stick to the coffee cake better.

WHEAT FLOUR . . .
Cornerstone of CIVILIZATION



Wheat's Role in the Development of . . . RELIGION



Recorded history shows that wheat played a vital role in the development of many religions. The Bible is filled with references to bread. In China, wheat has been sacred for centuries, and is considered so even today by some people. In Europe, flour mills were sometimes operated by the Church.

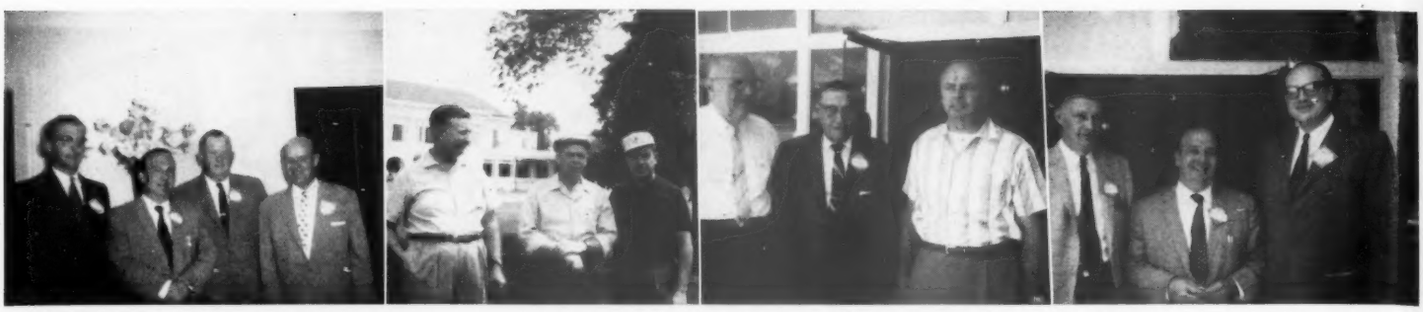
No phase of man's material, cultural, or spiritual life remains untouched by the grain from which we grind and bake our "staff of life".

The Kansas Milling Company, in exercising the highest standards of milling, employs the latest scientific methods to produce truly fine-quality flours that perform again . . . again . . . and again.

Fourth in a series of institutional messages dedicated to the bakers of America by

The Kansas Milling Company

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ROCKY MOUNTAIN CONVENTION — Members of the Rocky Mountain Bakers Assn. posed for pictures during various phases of their recent 32nd annual convention held at the Broadmoor Hotel, Colorado Springs, Colo. At the far left are some of the new officers (left to right): Don Blanchard, Mrs. Hurd's Bakery, Denver, second vice president; Andrew Keleher, Bender's Bakery, Denver, president; Garland Long, Rainbow Bakeries, Inc., Pueblo, Colo., first vice president, and Fred Linsenmaier, Linsenmaier Bakery Service, Denver, secretary-treasurer. In the second picture from the left are (left to right): Al Swenson, J. R. Short Milling Co., Omaha; Robert Rhodes, Fairfax Baking Co., Denver, and Robert Panneton, Red Star Yeast & Products Co., Los Angeles. In the third picture from the left are (left to right): A. R. Fleischmann, Standard Brands, Inc., New York City; Eddie Gonzales, Sr., Miller Super Markets Bakery, Denver, and Larry Teeple, Standard Brands, Inc., Denver. In the picture at the far right are (left to right): Douglas Cox, Continental Paper Products Co., secretary of the Denver Bakers Club; President Keleher, and Richard Knight, Macklem Baking Co., Denver.

Rocky Mountain Bakers Put Emphasis On Recreation, Minimum of Speeches

COLORADO SPRINGS, COLO.— Andrew Keleher, Bender's Bakery, Denver, is the new president of the Rocky Mountain Bakers Assn. He was elected during the recent 32nd annual convention of the organization held here at the Broadmoor Hotel. Other officers elected were: Garland Long, Rainbow Bakeries, Inc., Pueblo, Colo., first vice president; Don Blanchard, Mrs. Hurd's Bakery, Denver, second vice president, and Fred Linsenmaier, Linsenmaier Bakery Service, Denver, secretary-treasurer.

Members of the board of governors elected for two years were: Richard Knight, Macklem Baking Co., Denver; Don Blanchard, Denver; Garland Long, Pueblo; E. L. Montgomery, Golden Cream Donut, Denver; L. D. Click, Rainbo Bread Co., Inc., Denver; Samuel Boscoe, Star Bakery Co., Denver; Orrill Newcomb, Newcomb's Bakery, Denver; Joseph Kehoe, Interstate Bakeries, Inc., Denver; Robert Lines, Anheuser-Busch, Inc., Denver; Larry Teeple, Standard Brands, Inc., Denver; Douglas Cox, Continental Paper Products Co., Denver; C. K. McCourt, Western Waxide Co., Denver.

Governors at large elected were: Tim Campbell, Sally Ann Baking Co., Grand Junction, Colo.; Charles Kendall, Marx Baking Co., Lamar, Colo.; Vic Colony, Vick's Bakery, Grand Junction, Colo.; Maurice Rust, Rust Sales Co., Denver; Harry Liggitt, Rust Sales Co., Denver; William Vollmer, Vollmer's Bakeries, Denver; Verne Gillan, Home Bakery, Fort Collins, Colo.; Charles Shaw, Sunrise Bakery, Julesburg, Colo.; W. F. Edwards, Bowman Biscuit Co., Denver, and Charles Love, Sherman-Love Foods, Denver.

Honorary Life Members

Two honorary life members were added: L. J. Todhunter, L. J. Todhunter Co., Denver, and James Holmes, Sr., Western Bakers Supply Co., Denver. They join Glenn L. Swain, Old Homestead Bread Co., Denver, and Arthur Vos, Jr., Macklem Baking Co., Denver.

Holdover members of the board of governors are: Eddie Gonzales, Sr., Miller Super Markets Bakery, Denver; Andrew Keleher, Denver; Fred Kaeding, Mayflower Doughnut Corp., Denver; Don Fisher, Fisher Baking Co., Salt Lake City; James Holmes, Jr., Western Bakers Supply Co., Denver; R. O. Harris, Colorado Milling & Elevator Co., Denver; C. J. Downing, Old Homestead Bread Co., Denver; Gus Kesselring, Gus' Bakery, Denver; Ivan Schuster, Schuster's Bakery, Pueblo, Colo.; Gene Sneesby, Wigwam Bakery, Casper, Wyo.; Vernon Dahl, Denver Flour Mills, Denver; Harold Carpenter, Interstate Brokerage Co., Denver.

Golf Tournament

The first day of the convention was given over to the association's fifth annual golf tournament. Don Addington, Pollock Paper Co., Dallas, Texas, won the Glenn Swain Trophy with a low score of 65—or seven strokes under par. This trophy must be won three times in succession to take permanent possession. This is the first time Mr. Addington has won the cup. He also won the executive flight with Steve Treacy, Colorado Milling & Elevator Co., Denver, as runnerup. The superintendent's flight was won by Robert Panneton, Red Star Yeast & Products Co., Los Angeles, with Dale Brothers, Procter & Gamble, Denver, second. The foremen's flight was won by Robert Ferril. Anheuser-Busch, Inc., Kansas City, with Jim O'Dea, American Machine & Foundry Co., Kansas City, as runnerup.

James Russell, Joe Lowe Corp., Denver, won the dough mixer flight, with Robert Ingold, Clinton Foods, Kansas City, second.

The flour dumpers' flight was won by James Houchens, Gus' Bakery, Denver, with Hank Weiss, Marry Anne Bakery, Denver, runnerup. Al Swanson, Short Milling Co., Omaha, took first place in the pan greaser flight, with Russell Black, Norton Salt Co., Denver, second. E. Housewirth, Standard Brands, Inc., Denver, took first honors in the apprentice pan greasers' flight.

Pillsbury Mills, Inc., was host at a cocktail party, with Harvey J. Patterson, Minneapolis, and Lyman Root, Kansas City, firm representatives in charge.

A new type of convention agenda was featured by the Rocky Mountain Bakers Assn. — few speakers and more time for play.

One morning was taken up with a program prepared by the American Institute of Baking staff. President Richard Knight called the meeting to order and announced Don Blanchard as session chairman. Miss Ellen Semrow of the AIB staff spoke briefly. She told how field work is planned in the Chicago office, and how those plans are carried out by the field staff. The workshop type of programs carried out by the field staff tell the baking industry story through demonstrations, she explained.

Last year, said Miss Semrow, some 2,000 of these workshops were held. They were attended by 31,000 key people. She called on Dorothy Besemer, a member of the field staff, who staged a mass sandwich workshop to demonstrate to the convention just what the institute is doing for the baking industry.

The luncheon meeting, presided over by Douglas Cox, Continental Paper Products Co., Denver, was addressed by A. R. Fleischmann, Standard Brands, Inc., New York. His subject was "Taking the Mystery Out of Management." (See page 29.)

The convention ended with a luncheon-meeting, at which James Holmes, Jr., was luncheon chairman. Speakers were L. M. Pexton, Denver Stockyards Co., and Emmett J. Dignan, vice president, Denver National Bank. Mr. Pexton told of the importance of the agriculture industry in his talk "Agriculture Does Affect You." Mr. Dignan stressed the high place of public relations in industry today in an address "Possibilities Unlimited."

International Releasing Bulk Flour Bin Patents, Techniques

MINNEAPOLIS — International Milling Co. has announced that it is releasing to the baking industry all rights to its pending and existing patents on bulk flour bin designs and installation techniques. International has thereby authorized free and independent use of all of its creative ideas and technological contributions to the bulk flour movement by bakers, macaroni manufacturers and related engineering companies.

The baking industry at large, as well as its allied trades and related industries, stands to gain much by this release, International said. International believes this action will further the healthy growth and expansion of bulk materials handling and mechanization throughout the baking industry.

Behind the announcement lies International's original purpose in entering the field of bulk flour engineering more than four years ago. Prior to that time, International had done extensive research and development work in its own plants throughout the U.S. in bulk flour handling. It worked closely with General American Transportation Corp. in field testing the original "Trans-Flo" bulk flour rail car, as well as today's "Airslide" car.

As a natural outgrowth of this, and in cooperation with major truck-trailer transportation companies, International developed its own bulk flour truck, which utilizes similar "Airslide" unloading principles. Today, it operates one of the largest fleets of bulk flour trucks in the country and uses many bulk flour rail cars.

Even with the development of efficient bulk flour transportation and equipment, early in 1954, International said it realized that from an engineering standpoint, the possibilities of bulk flour handling could not at that time be fully utilized by bakers. Bulk flour handling was still in its infancy outside of the milling industry and very few bulk flour engineering services were available at reasonable cost to bakers. With its own interest and experience in this field, International decided to organize its own bulk flour engineering department as a service to the baking and macaroni industries.

Chief Accomplishments

Chief among its accomplishments in this field are designs on screw-conveyor and "Airslide" type flour bins for bulk flour installations. International also pioneered in the application of pneumatic unload and "in-plant" systems, working out engineering refinements that resulted in trouble-free operation.

"We are proud of our pioneering leadership and achievements in the field of bulk flour engineering," explained a company spokesman, "and of the services we have been able to render to the baking industry. Today, however, with the growing number of reputable companies providing bulk flour engineering and installation services, we feel our original 'mission' in this field has been accomplished. We are pleased to pass on the benefits of our experience to the baking industry at large and to the ever-expanding ranks of independent engineering organizations."

——BREAD IS THE STAFF OF LIFE——

GMI DIVIDEND DECLARED

MINNEAPOLIS—The board of directors of General Mills, Inc., June 23 declared a dividend of 75¢ a share on GMI common stock payable Aug. 1 to stockholders of record July 10.



Robert H. Cromwell

Russell-Miller Co. Announces Two Appointments

MINNEAPOLIS — The appointment of Robert H. Cromwell as district sales manager, Russell-Miller Milling Co. bakery flours at Buffalo, and Raymond T. Fiske as branch manager of the company's New York office has been announced by W. R. Heegaard, vice president and general sales manager.

Mr. Cromwell replaces Robert W. Smith, former district sales manager at Buffalo, who has retired after 34 years of service with Russell-Miller. Mr. Cromwell has been assistant district sales manager since the first of the year. Prior to this time, Mr. Cromwell had directed and supervised Russell-Miller bakery flour sales throughout the west coast for six months, after a year as sales manager for Coast-Dakota Flour Co., San Francisco, a Russell-Miller subsidiary. He has been with the company for 10 years, starting as a sales representative in Birmingham, Ala.

Mr. Fiske replaces Fred A. Quigley as branch manager of the New York office. Mr. Quigley, who has been with Russell-Miller since 1911, is retiring. Mr. Fiske started as a clerk in the Buffalo office and transferred to New York in 1939. He was appointed assistant manager of the Philadelphia office in 1944 and transferred to the same position in Buffalo in 1953. Mr. Fiske left Russell-Miller in 1956 to purchase the Electrik-Maid Bake Shops in Schenectady, N.Y. He now rejoins the company to succeed Mr. Quigley.



Raymond T. Fiske

—BREAD IS THE STAFF OF LIFE—

FRANK J. WIRKEN HONORED

CHICAGO—Frank J. Wirken, director of safety for Interstate Bakeries Corp. and chairman of the safety committee of the American Bakers Assn., has been named winner of the 1957 Marcus A. Dow Memorial Award. The award is made by the National Safety Council through a grant by Greyhound Corp. for achievement in safety engineering in motor transportation.

Mr. Wirken directs the Interstate safety program for 2,700 truck drivers operating from 29 bakeries. The Dow award consists of a plaque and $500 cash.

Under Mr. Wirken's direction, Interstate has been a consistent winner in the national fleet contest, winning first, second and third in 1957 in its division. The company's 1954-55 record showed more than nine million miles traveled, with a total loss of $3,442 for 555 vehicles—less than $7 per vehicle or .00038¢ per mile of operation.

—BREAD IS THE STAFF OF LIFE—

Standard Milling Reports Increase in Income and Profit

KANSAS CITY—Standard Milling Co., Kansas City, has reported gross income from operations before taxes for the 12-month period ended April 30, 1958, of $837,014, compared with $750,164 for the 11-month period ended April 30, 1957. For the current fiscal year, the net profit after federal and state income taxes was $439,694, equivalent to approximately 44¢ a share. Last year Standard changed its fiscal year to end April 30, and for the 11-month period ending April 30, 1957, reported earnings of $400,164, equal to 39¢ a share.

Paul Uhlmann, president, reported that all the divisions of the company are operating profitably.

FLEISCHMANN

(Continued from page 7)

sizes of frankfurter and hamburger rolls to come up with the following information:

FRANKFURTER ROLLS

Unpackaged	4.3%
Other packaged sizes	4.4%
4-unit packages	1.5%
12-unit packages	15.2%
6-unit packages	12.3%
8-unit packages	62.3%

HAMBURGER ROLLS

Unpackaged	11.0%
Other packaged sizes	1.3%
4-unit packages	1.6%
12-unit packages	13.9%
6-unit packages	12.2%
8-unit packages	60.0%

Other sections of the survey dealt with a variety of baked foods, including sweet goods, cake, pie and doughnuts. Complete details of the findings are available in the survey; representative tables elsewhere on this page show basic facts about consumer demand for these baked varieties.

Fleischmann Survey Findings . . .

SWEET GOODS—PERCENT OF FAMILIES BUYING AND EXPENDITURE PER FAMILY

	Percent of Families Buying			$ Per Family Per Month		
	1955	1956	1957	1955	1956	1957
Total U.S.	55.7%	54.6%	51.9%	$.58	$.64	$.60
New England	59.2	57.8	49.3	.48	.58	.45
Middle Atlantic	68.2	66.5	63.3	.91	.91	.86
E. North Central	62.5	62.9	59.7	.78	.87	.90
W. North Central	54.7	57.8	49.8	.45	.57	.47
South Atlantic	45.0	41.8	39.5	.35	.36	.40
E. South Central	35.1	39.8	34.7	.25	.31	.26
W. South Central	45.4	35.5	40.5	.34	.33	.30
Mountain	52.6	43.4	54.8	.43	.48	.47
Pacific	53.4	56.3	52.7	.50	.61	.53

CAKE—PERCENT OF FAMILIES BUYING AND EXPENDITURE PER FAMILY

	Percent of Families Buying			$ Per Family Per Month		
	1955	1956	1957	1955	1956	1957
Total U.S.	38.8%	37.7%	41.8%	$ .50	$ .48	$ .51
New England	44.6	49.7	46.5	.60	.55	.60
Middle Atlantic	52.4	53.4	54.3	.93	.97	.90
E. North Central	37.7	33.1	48.0	.43	.38	.51
W. North Central	31.1	25.0	27.8	.26	.23	.25
South Atlantic	40.7	43.8	38.5	.49	.45	.43
E. South Central	31.9	30.1	34.1	.29	.32	.36
W. South Central	32.1	24.4	38.6	.30	.20	.35
Mountain	18.9	31.3	27.7	.28	.30	.21
Pacific	34.8	33.1	38.0	.38	.35	.48

PERCENT OF FAMILIES BUYING AND EXPENDITURE PER FAMILY PER MONTH FOR PIE—BY REGION

	Percent of Families Buying			$ Per Family Per Month		
	1955	1956	1957	1955	1956	1957
Total U. S.	23.1%	25.1%	24.7%	$ .26	$ .28	$ .30
New England	33.8	27.2	28.2	.39	.23	.38
Middle Atlantic	31.6	34.5	28.8	.37	.38	.34
E. North Central	20.2	21.8	23.2	.21	.25	.32
W. North Central	11.6	15.1	18.8	.13	.20	.19
South Atlantic	25.4	26.9	24.9	.25	.24	.25
E. South Central	20.4	21.1	25.9	.21	.18	.24
W. South Central	17.5	19.7	19.1	.26	.25	.24
Mountain	15.8	14.5	22.3	.15	.15	.25
Pacific	24.0	30.7	29.1	.30	.39	.40

OUTLET PERCENTAGES OF TOTAL OUNCES OF ALL BREAD PURCHASED, BY TYPE

	Chain Grocery	Indepen. S'market	Indepen. Grocery	Delicatessen	Retail Bakery	Home Service	All Others
Total Bread	33.5	15.6	21.5	1.9	10.6	13.8	3.1
Regular White	33.0	15.6	23.9	2.0	6.8	15.3	3.4
Firm White	35.5	12.1	16.2	2.5	16.2	16.2	1.3
Rye	30.0	9.6	10.7	4.2	35.4	8.7	1.4
Hearth	35.0	14.6	15.5	2.4	23.8	7.1	1.6
Whole Wheat	34.9	17.0	20.0	0.7	10.0	14.8	2.6
Cracked Wheat	43.7	21.0	15.9	0.4	4.9	10.8	3.3
Other Wheat	32.8	19.8	22.4	0.4	13.3	9.8	1.5
Pumpernickel	42.8	6.8	5.0	4.7	33.1	6.4	1.2
Raisin	54.1	15.1	12.0	0.6	7.4	8.1	2.7
Diet	42.3	18.8	21.2	1.3	6.9	6.6	2.9
All Others	24.9	19.7	19.8	1.2	18.3	11.6	4.5
			100%				

Formulas for Profit

Try Egg Whites for More Tempting Baked Foods

CHOCOLATE POUND CAKES

Mix together on medium speed for about five minutes:
- 5 lb. cake flour
- 3 lb. 4 oz. emulsifying type shortening
- 6 lb. granulated sugar
- 12 oz. cocoa
- 2½ oz. salt
- ½ oz. baking powder
- 3 lb. 8 oz. liquid milk
- Vanilla to suit

Then mix together and add in two parts:
- 3 lb. 4 oz. egg whites
- 12 oz. liquid milk

Mix this together on low speed for about five minutes. Deposit into pans of desired size and bake at about 325° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

DIXIE LAYER CAKES

Cream together on low speed for about 4 min.:
- 5 lb. cake flour
- 2 lb. 8 oz. shortening (emulsifying type)

Add and cream for about 4 min.:
- 6 lb. granulated sugar
- 2½ oz. salt
- 4 oz. baking powder
- 2 lb. grapefruit juice

Then add in two portions and mix together for about 5 min.:
- 3 lb. 4 oz. egg whites
- 2 lb. 8 oz. grapefruit juice
- ¾ oz. soda
- 1 oz. lemon juice

Deposit into pans of desired size and bake immediately at about 370° F.

After baking and when cooled, remove the cakes from the pans. Ice as desired.

MOLASSES MACAROONS

Mix together and heat to about 110° F.:
- 4 lb. granulated sugar
- 3 lb. macaroon coconut
- 1 lb. molasses
- 6 oz. corn starch
- ¼ oz. salt
- Vanilla to suit
- ¼ oz. cinnamon
- ⅞ qt. egg whites (variable)

Deposit on paper lined pans, about the size of a silver dollar, using a No. 8 plain tube and canvas bag. Flatten the tops slightly and then bake on double pans at about 330-340° F. Remove from the pans immediately after taking the macaroons out of the oven. When the macaroons are cooled, wash the paper on the bottom and remove the macarcons. Place them together, bottom against bottom, for better keeping quality.

ANGEL FOOD SQUARES

Beat together on medium speed:
- 2 lb. egg whites
- ½ oz. cream of tartar
- ½ oz. salt

Add gradually:
- 1 lb. granulated sugar

When the mixture holds a crease, add:
- Vanilla to suit

Sift together thoroughly and mix in carefully:
- 1 lb. granulated sugar
- 1 lb. good cake flour

Deposit this mixture into three pans size 8x14x2 in. Spread out evenly and bake at about 340-350° F. on double pans.

Allow the cakes to cool overnight and then cut each cake into 32 square pieces.

Dip each square into the following dipping icing and place them on screens, allowing them to drain and set:

Dipping Icing

Mix together in a warm water bath:
- 10 lb. powdered sugar
- ½ oz. salt
- 8 oz. corn syrup
- 3 oz. milk solids (non-fat)

Add and stir in:
- 4 oz. egg whites

Then add:
- 1 lb. 4 oz. warm water

Mix in thoroughly:
- 8 oz. butter or shortening

Then add:
- Flavor to suit

Note: The amount of water to use will vary, depending upon the consistency desired.

After the icing has set, decorate the tops with small flowers, or whatever design is wanted.

Then place each decorated square in an individual paper cup.

WHITE POUND CAKES

Cream together on medium speed for 3 min.:
- 5 lb. cake flour
- 3 lb. 4 oz. emulsifying type shortening

Then add and mix for about 6 min.:
- 6 lb. 4 oz. granulated sugar
- 2 lb. 8 oz. liquid milk
- 3 oz. salt
- 2½ oz. baking powder

Then add in two stages, on slow speed:
- 3 lb. 4 oz. egg whites
- 1 lb. 8 oz. liquid whites
- Flavor to suit

Mix this for about 5 min. Deposit into pans of desired size and bake at about 340-350° F.

Note: In order to obtain a good smooth batter, it is necessary to scrape the bowl down a number of times during the mixing procedure. It may even be a good idea to place the hand in the batter to stir in any dough that might be on the bottom during the mixing period. Also thoroughly scrape down the creaming arm.

PINEAPPLE ANGEL FOOD

Beat together on medium speed:
- 3 lb. egg whites
- ¾ oz. salt
- ¾ oz. cream of tartar

Add gradually:
- 1 lb. 8 oz. granulated sugar

When the mix holds a crease, add:
- Vanilla to suit

Sift together three times and fold in carefully:
- 1 lb. 6 oz. granulated sugar
- 1 lb. 4 oz. cake flour

Then fold in carefully:
- 6 oz. pineapple pie filling or jam

Deposit into angel food pans of desired size and bake at about 350° F. When baked, turn the pans over and allow to cool. Remove cakes from the pans and ice with the following.

Pineapple Icing

Beat until stiff:
- 5 lb. powdered sugar
- 8 oz. glucose
- 8 oz. egg whites
- 8 oz. water
- A pinch of salt

When beaten stiff, mix in 2 lb. drained crushed pineapple. The addition of a small amount of yellow color will improve the appearance of the icing.

MAPLE SYRUP ANGEL FOOD

Beat together on medium speed:
- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

Add gradually:
- 1 lb. 8 oz. pure maple syrup

Sift together and fold in carefully:
- 2 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. good cake flour

Deposit into pans of desired size and bake at about 340-350° F. After baking and when cooled, cover cakes with the following icing:

MACAROON CUPS

Beat to a wet peak:
- 2 lb. egg whites
- 1 lb. 8 oz. sugar
- ½ oz. salt

Custard flavor and color to suit.

Next, fold in carefully but thoroughly:
- 2 lb. 4 oz. macaroon coconut
- 2 lb. granulated sugar
- 4 oz. bread flour

Fill paper lined cups, about ¾ full. Bake at about 370° F.

When baked and cool, finish with crossed double lines of chocolate icing.

Honey Maple Icing

Dissolve and place in a cake machine bowl:
- 2 oz. gelatin
- 1 lb. 4 oz. hot water (160° F.)

Add and beat up:
- 5 lb. powdered sugar
- ⅛ oz. salt

When about half beaten, add and beat until stiff:
- 1 lb. 12 oz. honey

Then add:
- Maple flavor to suit

As soon as the cakes are iced, sprinkle the top edge with fine grated sweet chocolate.

ANGEL WAFERS

Cream together:
- 1 lb. 12 oz. granulated sugar
- 1 lb. 4 oz. shortening
- 4 oz. butter
- ¾ oz. salt
- 4 oz. cake flour
- Vanilla to suit

Stir in:
- 6 oz. egg whites

Dissolve thoroughly and add:
- ⅛ oz. ammonia
- ⅛ oz. soda
- 10 oz. milk

Mix together, add and mix until well incorporated:
- 2 lb. cake flour
- ⅛ oz. cream of tartar
- 1 lb. 12 oz. macaroon coconut
- 8 oz. fine chopped walnuts
- 12 oz. fine chopped pecans

Run out on lightly greased pans using a canvas bag with a No. 8 plain round tube. Bake at about 375° F.

"CHEWIES"

Mix together in a bowl until smooth:
- 5 lb. 8 oz. granulated sugar
- 8 oz. powdered milk (non-fat)
- 1 lb. 8 oz. macaroon coconut
- 8 oz. honey or invert syrup
- 8 oz. cake flour
- 2 lb. egg whites
- Vanilla to suit

Place the bowl in a boiling water bath, stir with a wooden paddle and heat the mixture to 160° F. A steam jacketed kettle may be used, if desired. Place the heated mixture in a machine bowl and beat on medium speed for one minute, using a flat mixing paddle. Then beat on high speed for two minutes.

Drop out on papered pans while the mixture is still hot. Use a canvas bag and a No. 8 plain round tube. Bake at about 350° F. on double pans. If possible, apply steam just after the "chewies" start to crack in the oven. This improves the appearance. After

Use Egg Whites for Variety Products

The baker of today, more than ever before, must be alert to the competition that is going on for the consumers' food dollar. Everyone in the food industry is striving to find new methods and products that will induce people to buy his particular product.

People have money to spend. Furthermore, they are spending it, as business indexes show. Those in the food business willing to produce products that are different and who do a merchandising job are obtaining their share.

Bakers who are successful, it will be found upon checking, are the ones who are going out of their way to develop a variety that will please nearly everyone.

The formulas here are all made with egg whites. Some, without a doubt, are standard. A large variety of products is offered, and some of them can be used to advantage in any shop.

Try the formulas not now in use. Alert the sales force to the possibility of increasing average sales by suggestive selling.

Food, like many other products, must be sold. Products will not sell themselves. Just look at the tremendous amount of advertising being done by other manufacturers. They realize the need to fight for business. The baker cannot afford to sit still. If he does, someone else in the food busines doing a better job will cause a decrease in sales by the baker. They may even force him out of business if he does not wake up.

A combination of good production and merchandising cannot be beaten. Do not wait until tomorrow, start today.

In a later issue of this magazine another series of formulas using egg whites will be published.

baking remove the papers from the pans and cool.

Turn the papers over on the bench and dampen with warm water. Then remove the "chewies."

MACAROON COCONUT CUPS

Place in a machine kettle and beat on medium speed:
1 qt. egg whites
½ oz. salt
½ oz. cream of tartar

Add gradually:
1 lb. granulated sugar

When the mix holds a crease, add:
Vanilla to suit

Then mix together and fold in carefully:
1 lb. powdered sugar
1 lb. flour
1 lb. 8 oz. toasted macaroon coconut

Deposit into paper cups and bake at about 360° F.

HONEY NUT LAYER CAKES

Cream together:
2 lb. granulated sugar
1 lb. 2 oz. shortening
1½ oz. salt
8 oz. honey

Add:
12 oz. egg whites

Mix together and add alternately with the flour:
2 lb. 2 oz. milk
6 oz. granulated sugar
Vanilla to suit

Sift together:
2 lb. 8 oz. cake flour
2 oz. baking powder

Then mix in:
12 oz. egg whites

Then add and mix in:
1 lb. 4 oz. chopped nuts

Deposit into pans of desired size. Bake at 350-360° F.

PEANUT BARS (Refrigerated)

Mix together:
3 lb. powdered sugar
1 lb. 4 oz. butter
1 lb. 4 oz. shortening
8 oz. cake flour
¾ oz. salt
10 oz. egg whites
Vanilla to suit

Add and mix in:
1 lb. 12 oz. chopped peanuts

Sift together and mix in:
3 lb. 4 oz. cake flour
⅛ oz. cream of tartar

Place the dough level in 8x8x2 in. square pans which have been lightly greased. Place in a refrigerator and allow to chill. Remove from the pans by running a knife around the edges. Cut into blocks of dough, making three equal strips. Then cut each strip into slices about ¼ in. thick. Place on ungreased pans and bake at about 375° F.

CHOCOLATE PECAN COOKIES

Cream together until smooth:
1 lb. granulated sugar
8 oz. brown sugar
1 lb. 8 oz. shortening
8 oz. butter
¾ oz. salt
1 lb. 8 oz. pastry flour
8 oz. melted chocolate
2 lb. ground pecans

Then beat light and mix into the above:
1 lb. egg whites
8 oz. granulated sugar
Vanilla to suit

Run out with a cookie bag using a plain No. 8 or No. 9 tube, on lightly greased and dusted pans.

Bake carefully at about 380° F.

CHERRY NUT LAYER CAKES

Cream together for 3 to 5 min.:
5 lb. granulated sugar
2 lb. 4 oz. emulsifying type shortening
3 oz. salt
Vanilla to suit

Add gradually:
1 lb. 8 oz. egg whites

Mix together and add gradually:
4 lb. milk
12 oz. granulated sugar

Sift together and add:
5 lb. 6 oz. cake flour
4 oz. baking powder

Then mix in:
1 lb. 8 oz. egg whites

Then add:
2 lb. 8 oz. chopped glaced cherries
12 oz. chopped nuts

Scale:
10½ oz. into 7x1½ in. round pans
13½ oz. into 8x1½ in. round pans
Bake at about 375° F.

Note: Be sure not to over-cream this mix, or it will cause the fruit to settle slightly to the bottom of the cakes.

DUCHESS CAKE

Cream together:
1 lb. 8 oz. granulated sugar
12 oz. shortening
¾ oz. salt
Vanilla to suit

Add gradually:
1 pt. egg whites

Stir in:
1 pt. milk

Sieve together and mix in until smooth:
2 lb. 4 oz. cake flour
1½ oz. baking powder

Scale into loaf cake pans of desired size. Bake at about 360° F.

When baked and cool, cover the cakes with desired icing or sift powdered sugar on top.

ORANGE MARMALADE ANGEL FOOD

Beat together on medium speed:
3 lb. egg whites
¾ oz. cream of tartar
¾ oz. salt

Add gradually:
12 oz. granulated sugar

When the mixture holds a crease, add carefully:
1 lb. 4 oz. cake flour
1 lb. 8 oz. granulated sugar (well sifted together)

Then fold in carefully:
1 lb. 4 oz. orange marmalade



A. J. Vander Voort

A. J. Vander Voort

. . . technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 44) and the Do You Know feature (see page 13), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

Deposit into pans of desired size and bake at about 340-350° F. After baking and when cooled, cover the cakes with the following orange icing.

Cream together:
5 lb. fondant
1 lb. 4 oz. emulsifying shortening
¼ oz. salt

Stir in:
5 oz. evaporated milk

Then add:
6-8 finely chopped whole oranges

Note: The addition of a little orange color or a few egg yolks will improve the color of the icing.

WHITE SUGAR COOKIES (Machine Cut)

Cream together:
4 lb. granulated sugar
2 lb. 8 oz. shortening
2½ oz. salt
2 oz. ammonia
1 oz. soda
Flavor to suit

Add gradually:
12 oz. egg whites

Stir in:
3 lb. 4 oz. milk

Sift together and mix in:
3 lb. granulated sugar
12 lb. pastry flour

Drop on lightly greased pans. Dip in granulated sugar and bake at 410-420° F.

COMBINATION MACAROONS
Chocolate Macaroons

Mix together and heat to about 110° F.:
2 lb. 4 oz. granulated sugar
1 lb. 8 oz. macaroon coconut
8 oz. sliced bitter chocolate
⅝ qt. egg whites (variable)
⅛ oz. salt
Vanilla to suit

The egg whites will vary depending upon dryness of the coconut.



ALMOND OR KERNEL PASTE MACAROONS

2 lb. 8 oz. almond or kernel paste
3 lb. granulated sugar
1 pt. egg whites (variable)

Break the paste into small pieces and add a small quantity of the whites at a time to smooth the paste. Alternate the whites and sugar until both are incorporated.

Add the chocolate macaroon mix to the almond or kernel paste mix and blend together thoroughly. Deposit on paper in the usual manner by using a No. 8 or 9 plain round tube and canvas bag. Place a pecan, walnut or a half glazed cherry in the center. Then bake on double pans at about 325 to 335° F. As soon as the macaroons are baked, wash them with the following glaze:

Glucose Glaze

Bring to a good boil:
1 qt. glucose
1 pt. water

When the glaze has set on the macaroons, turn the papers over and dampen with warm water, using a brush. Turn over again, and remove the macaroons.

COCONUT LOAF CAKES

Cream together:
1 lb. 12 oz. granulated sugar
12 oz. shortening
6 oz. macaroon coconut
½ oz. salt
Vanilla to suit

Add gradually:
1 lb. 8 oz. milk

Sift together and mix in:
1 lb. 12 oz. good cake flour
1 oz. baking powder

Beat medium stiff and fold in carefully:
1 lb. 4 oz. egg whites

Bake in paper lined loaf cake pans at 350 to 360° F.

After the baked cakes are cool, ice with a good boiled icing and sprinkle toasted macaroon coconut on top.

RAISIN HONEY SQUARES

Cream together:
1 lb. 4 oz. granulated sugar
10 oz. shortening
¾ oz. salt
4 oz. butter
4 oz. bread flour
8 oz. honey

Add gradually:
12 oz. egg whites

Stir in:
6 oz. milk

Sieve together, add and mix in:
1 lb. 10 oz. cake flour
¼ oz. baking powder
⅛ oz. soda

Then add and mix in well:
2 lb. 8 oz. seedless raisins

Place the mixture in a greased and dusted bun pan. Spread out evenly and bake at about 350° F. After baking and when cool, ice as desired and cut into squares or bars of desired size.

CALENDAR FOR 1958-59

JULY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
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CONVENTION CALENDAR

July 27-30—West Virginia Bakers Assn., White Sulphur Springs, W.Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W.Va.

Sept. 5-8—Virginia Bakers Council, Inc., fall convention, Natural Bridge Hotel, Natural Bridge, Va.; exec. sec., Harold K. Wilder, 5 South 12 St., Richmond 19, Va.

Sept. 14-16—Wisconsin Bakers Assn., Hotel Schroeder, Milwaukee, Wis.; exec. sec., Fred H. Laufenburg, 6173 Plankinton Bldg., Milwaukee 3, Wis.

Sept. 14-16 — Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St., NW., Atlanta 3, Ga.

Sept. 26-28—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for Lee Marshall Cup, Galen Hall Hotel and Country Club, Wernersville, Pa.

Oct. 13-14—Missouri Bakers Assn. "Bakers Holiday," Kirkwood Lodge, Osage Beach, Mo.; sec., George H. Buford, Flour Mills of America, Inc., Kansas City, Mo.

Oct. 18-21 — New Jersey Bakers Board of Trade, Atlantic City, N.J.; sec., Michael Herzog, 48 Cleremont Ave., New Brunswick, N.J.

Oct. 24-25—Baking Industry Sanitation Standards Committee, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 25-29—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 26—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Nov. 2-4—Kentucky Master Bakers Assn., annual convention, Netherland-Hilton Hotel, Cincinnati, Ohio; sec., Al Wohlleb, 743 Loretto, Louisville 11, Ky.

Nov. 3—Connecticut Bakers Assn., Inc. — Annual Convention, Stratfield Hotel, Bridgeport; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 17-18—New England Bakers Assn., fall convention, Sheraton Plaza Hotel, Boston, Mass.; executive sec., Herbert J. Schinkel, 120 Boylston St., Boston 16, Mass.

1959

Jan. 10-13—Ohio Bakers Assn., annual convention, Cincinnati, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 18-20 — Pennsylvania Bakers Assn., winter convention, Roosevelt Hotel, Pittsburgh, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

March 2-5 — American Society of Bakery Engineers, annual meeting, Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 121 W. Wacker Drive, Chicago, Ill.

April 12-15—Associated Retail Bakers of America, annual convention and exhibition, Sheraton-Park Hotel, Washington, D.C.; sec., Trudy Schurr, 755 W. Sheridan Road, Chicago, Ill.

—BREAD IS THE STAFF OF LIFE—

Profit In Better Safety Record, Bakers Told

CHICAGO—A sharp reduction in the cost of workmen's compensation insurance can be one important result of planned safety programs in bakeries, according to Frank J. Wirken, Interstate Bakeries Corp., Kansas City, chairman of the safety committee of the American Bakers Assn.

In his report to the recent meeting of the ABA board of governors, Mr. Wirken said that it is estimated that bakers spend more than $10 million per year on workmen's compensation. The rate is based, he said, on the accident experience record of the entire industry.

"If the accident experience record improves," Mr. Wirken said, "the rate will go lower. Other industries do have lower rates. The cost to one plant, as an example, went from $1.75 per $100 of payroll to 40¢ per $100 of payroll as a result of improved safety records.

"Your safety committee is seeking ways and means to help members of the industry adopt more effective types of accident prevention programs. The accident frequency rate in the baking industry is higher than in other industries, but it is notable that those bakers who are participating in the ABA safety contest, as a group, are showing improvement.

"We seek to interest many more, particularly the smaller bakeries, to join in the campaign. The baking industry contest is the second largest of all industries, from the standpoint of plants entered, but it should be even larger."

Mr. Wirken said his committee plans to provide more concrete information on how to set up programs within each plant, to assist in building a better accident frequency record in the industry.

He listed three highly important factors in any plant safety program. These are:

1. The program must be completely understood and supported by top management.

2. Collection of accident facts and statistics in complete detail so that the costs of accidents and costs of preventing them can be analyzed. Education of supervisors in accident prevention is an important point in this analysis.

3. Application of sound and practical recommendations and programs based on facts and statistics. Such things as checking machinery to see that it has the proper guards; good "housekeeping" to prevent falls; and the proper storage of materials to eliminate accidents from falling objects are included in this category.



PLANNERS FOR 1959 ARBA CONVENTION—Pictured above at a recent planning and organization meeting are representatives of the Associated Retail Bakers of the Greater Washington, D.C., area, host organization for the ARBA Convention & Exhibition that will be held in the Sheraton Park Hotel, April 12-15, 1959. Reading from left to right they are: Gerry Kirk, Standard Brands, Inc., New York; William A. Quinlan, Washington, D.C.; W. C. Dressel, Standard Brands, Inc., Washington; Clement Maggia, Clements Pastry Shop, Washington; August W. Neuland, Neuland's Bakery, Washington; Rudolph O. Danek, Danny's Bakery, Washington (standing); Charles J. Schupp, Schupp's Bakery, Washington; August Heller (standing), Heller's Bakery, Washington; Carl Carlson, Wesson Oil Co., Washington; Mrs. Elizabeth Saemann, Supreme Bakery & Delicatessen, Hyattsville, Md.; Mrs. Ione Mozynski, Falls Church Bakery, Falls Church, Va.; Leo Saemann, Supreme Bakery & Delicatessen, Hyattsville, Md.; Anthony C. Mozynski, Falls Church Bakery, Falls Church, Va.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, $2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, $1.50 minimum. Add 30¢ per insertion for keyed replies. Display Want Ads $7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

INDEPENDENT MILL NEEDS EXPERIenced salesman to call on family flour trade, Thief River Falls, Minnesota, territory. Give age and outline experience first letter. Address Ad No. 3856, The American Baker, Minneapolis 40, Minn.

MAN EXPERIENCED IN BAKERY SALES management and merchandising wanted. Permanent position for aggressive man under 45 with growing organization. Must be free to travel. Submit complete background together with recent snapshot or picture. Address Ad No. 3883, The American Baker, Minneapolis 40, Minn.

SITUATIONS WANTED

YOUNG MAN, 28, THOROUGH EXPERIence domestic and export grain trade, familiar with government programs, futures markets, market interpretation, documentation, seeks position with future. Address Ad No. 3887, The American Baker, Room 3214, 551 Fifth Ave., New York 17, N. Y.

MISCELLANEOUS

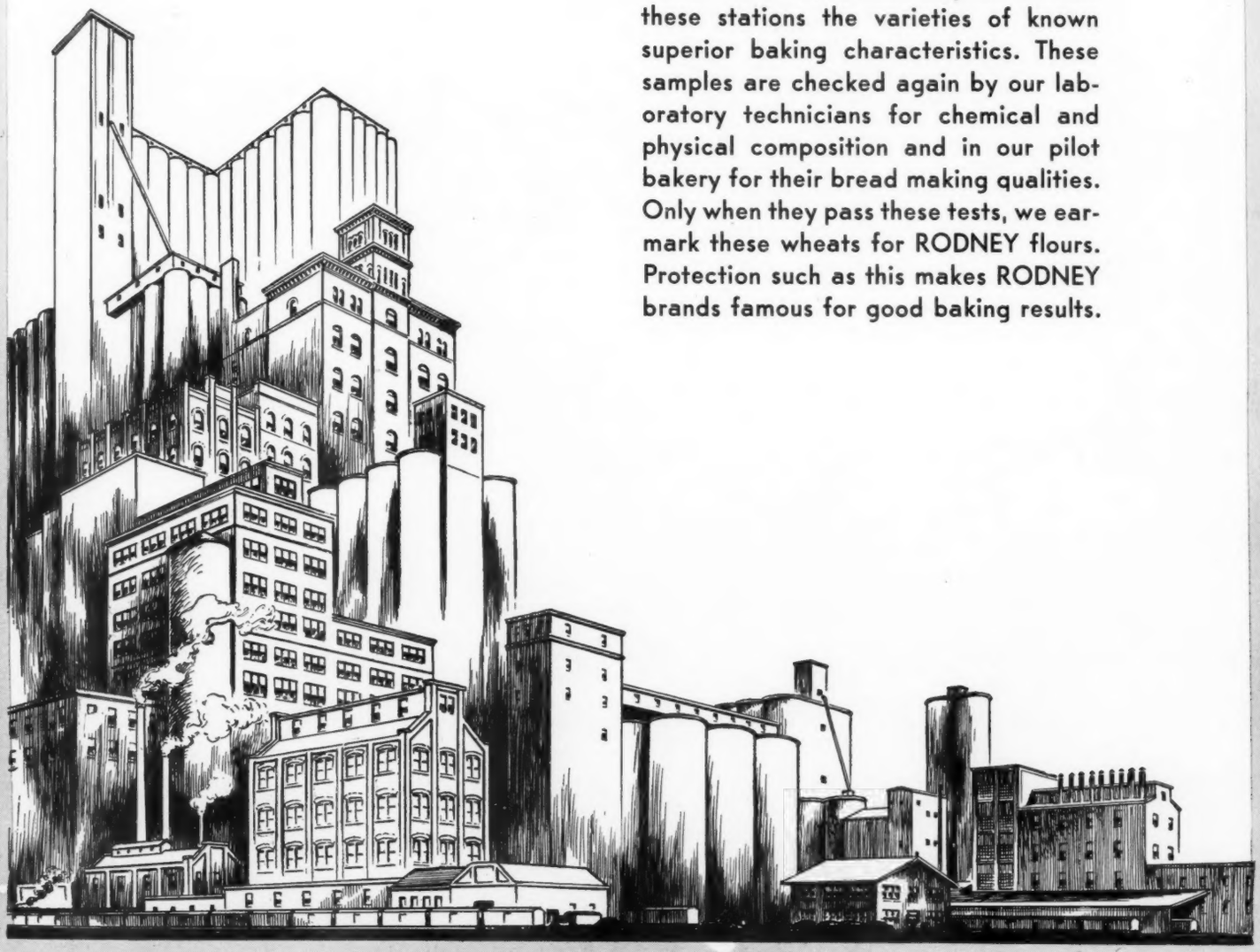
BE THE TOP CAKE DECORATOR WITH world's liveliest handmade roses. Exclusive franchise. Information: Candy Ceramics, Boerne 3, Texas.

MACHINERY FOR SALE

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan Mill Machinery, Jefferson City, Mo.

HEART OF AMERICA

ALL THE SKILL of modern science protects the buyer of RODNEY flours. For example on this new wheat crop, now moving to market, we have charted the country points producing the types of wheat we want, we carefully select from these stations the varieties of known superior baking characteristics. These samples are checked again by our laboratory technicians for chemical and physical composition and in our pilot bakery for their bread making qualities. Only when they pass these tests, we earmark these wheats for RODNEY flours. Protection such as this makes RODNEY brands famous for good baking results.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the

RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

GRIST OF GRINS



Doctor—"That pain in your leg is caused by old age."

Grandpa—"Nonsense. The other leg is the same age and doesn't hurt a bit."

◆ ◆ ◆

They were burying a rather unsavory character who had never been near a place of worship in his life. The services were being conducted by a minister who had never heard of him.

Carried away by the occasion, he poured on praise for the departed man. After ten minutes of describing the late lamented as a father, husband and boss, the widow, whose expression had grown more and more puzzled, nudged her son and whispered:

"Go up there and make sure it's Papa."

◆ ◆ ◆

Husband: "What is it, dear?"

Wife: "I found another lipstick in the car. Have you been out again with that fellow who sells cosmetics?"

◆ ◆ ◆

"For a modern house," commented the prospective buyer, "these walls don't seem very sturdy."

"Well, maybe," the seller agreed grudgingly, "but they're not painted yet."

◆ ◆ ◆

"I want a man to do odd jobs around the house, run errands, and mow the lawn. I want a man who will never answer back and always do what he is told. Now, if you can do all this, the job is yours."

"Ma'am," said he, "you ain't lookin' for a handy-man, you're lookin' for a husband!"



Dannen Covers the Midlands

We offer you top quality milling wheat and all feed grains.

Our 17 million bushel storage facilities consist of 22 country stations strategically situated in the grain belt, and our main plant in St. Joseph.

DANNEN Dannen Mills Inc.,

GRAIN AND JOBBING DIVISION

ST. JOSEPH, MO. 1009 Corby Bldg. Phone 3-0281

KANSAS CITY 300 Board of Trade Phone GR 1-6212

OMAHA 36th and L Phone MA 6616



Colorado Milling & Elevator Co.• Oklahoma Flour Mills Company Mill, El Reno, Oklahoma • 4,000 cwts. daily capacity

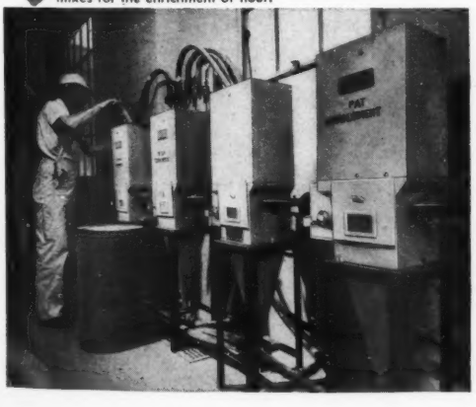
COLORADO MILLING & ELEVATOR COMPANY MAINTAINS QUALITY WITH THE HELP OF

W&T Flour Treatment



Oklahoma Mill employee setting single control valve on Beta Chlora® Control unit. Unit applies chlorine gas accurately and dependably to individual flour streams. Dyox® unit is in right foreground. Here, chlorine dioxide gas, generated *in situ*, is accurately metered to flour streams as a gas, not as a liquid.

Novadelox® being placed in the hopper of an NA Feeder for best color removal and dependable application. Similar feeders are used for the feeding of "N-RICHMENT-A" premixes for the enrichment of flour.



In seventeen mills throughout the United States, Colorado Milling & Elevator Company stresses quality in its finished products—"home office" quality, no matter where the mill is located. One of its means of securing this quality is the use of Wallace & Tiernan's products and services.

For flours treated to the optimum of maturity and to satisfy the most rigid baking requirements, CM&E uses the Dyox® Process to produce chlorine dioxide as a fresh, sharp gas without storage.

For pin-point pH control of pastry flours, it uses W&T Beta Chlora® control units that permit individual stream treatment with only one control valve setting. Chlorine application is easily read on an accurately calibrated scale.

For best color dress and the peak of color removal, CM&E uses Novadelox®, applied through the reliable, mill-tested, W&T Heavy Duty NA Feeder.

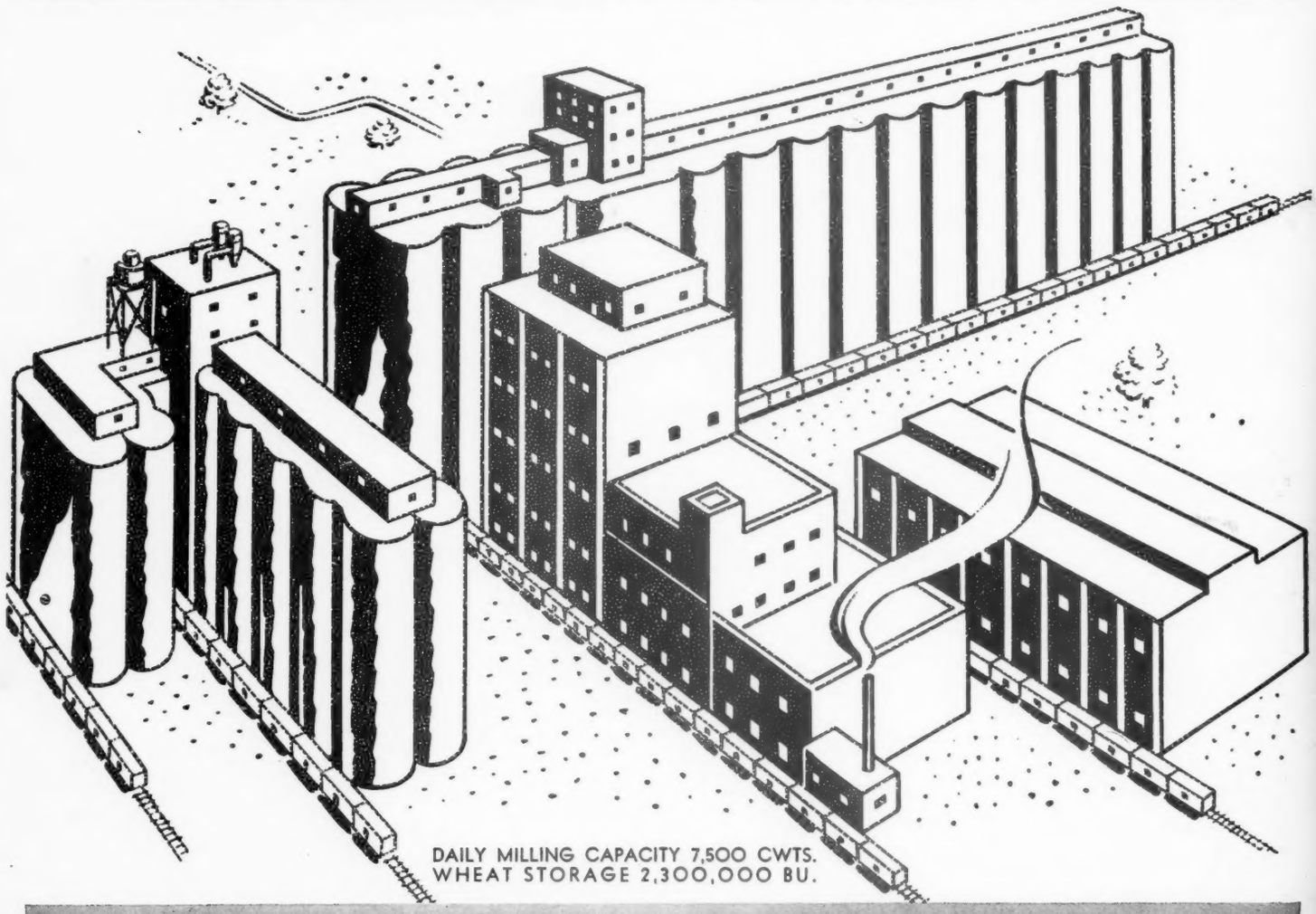
Colorado Milling & Elevator Company is only one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED
25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-91.64

"If it's I-H milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTS.
WHEAT STORAGE 2,300,000 BU.

There is a difference between a buyer and a customer . . . a customer buys again and again. I-H flours are made for customers . . . and made so good that they have earned a reputation for topnotch results wherever they have been baked.

I-H

The ISMERT-HINCKE Milling Company

KANSAS CITY, MISSOURI